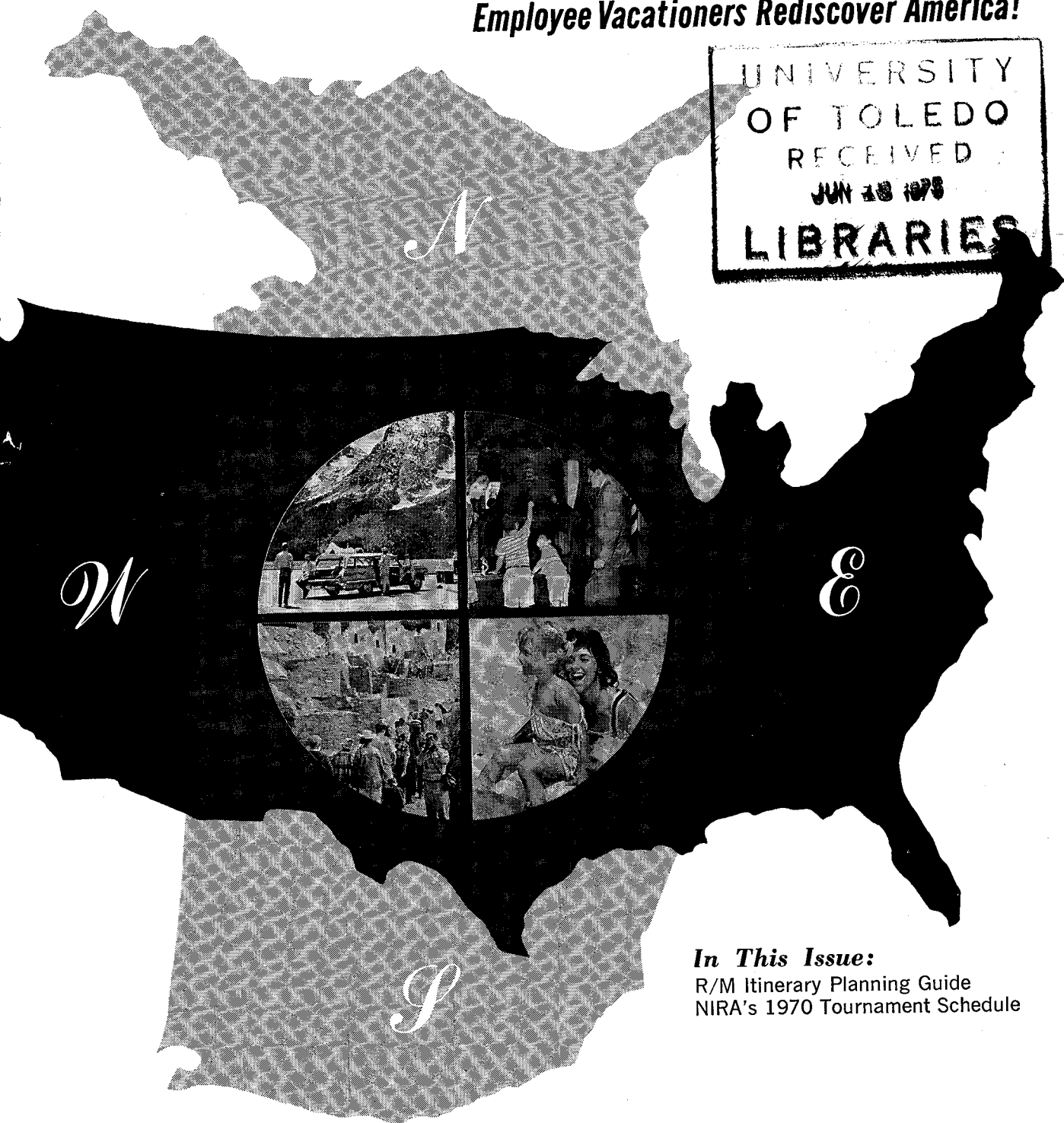
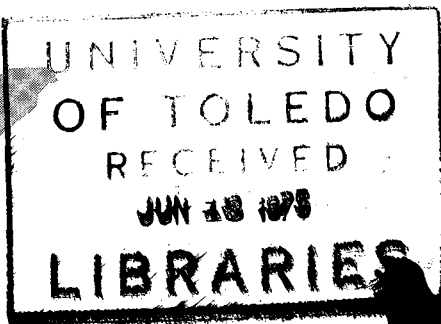


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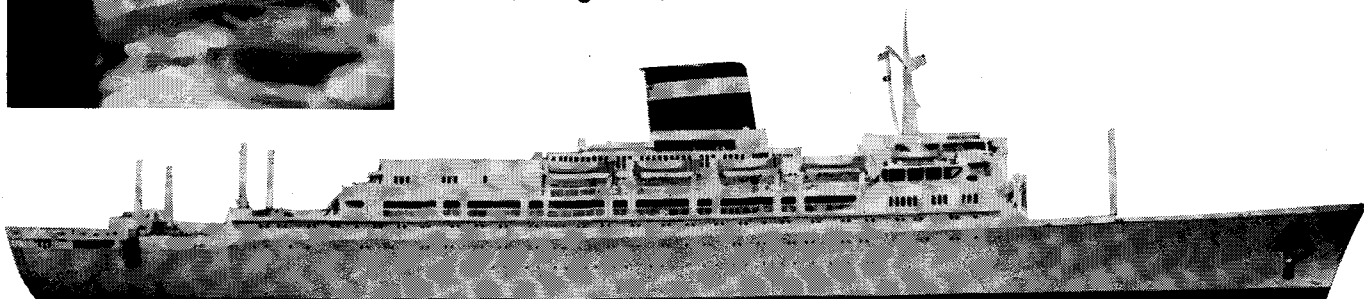
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Volume 13, Number 1

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Family Fun In Europe

By Stephen L. Caruso
Prospect Hts., Illinois

Since 1953 when my wife and I spent four months in Europe, we have looked forward to the time when we could return to the continent with our children. We are now in the midst of another four month trip, with our children ages 14, 12, 10 and 8, and it's fun! In this article we have put together thoughts and suggestions that may prove helpful to other families considering a European vacation.

Preparation and Planning

A trip to another country will be a more meaningful experience if you know something about the countries you plan to visit before leaving home. There are a number of fine travel books available for each European country. We dragged out our old issues of the *National Geographic* and reread special articles about Europe. One book we found especially helpful and carried with us during our trip for quick reference is *Hosteller's Guide To Europe*. This book includes a

good bibliography, brief descriptions of the geography, history, government and points of interest for each country. A request to the tourist associations of various countries will bring more literature than you can possibly digest. After sorting through the many brochures and booklets choose the most pertinent and take them with you for easy reference. We put our literature in large manila envelopes with the name of each country labeled on the outside. Depending upon the age of your children, you may want to bring them into this reading and planning stage of your trip.

Don't try to cover too much territory when planning your itinerary. We wish to emphasize this emphatically. To allow less than three weeks for a country like England or France is an injustice to the country and to the traveler. When traveling with children, it is especially important to keep a fairly easy going pace. We found that the children liked to stop several nights at one location rather than moving on each day. This

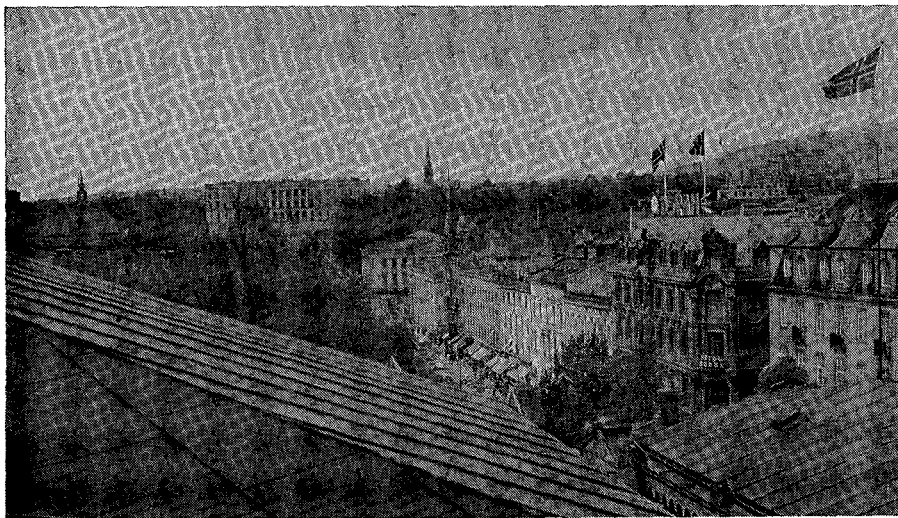
provided a break from the driving gave all of us a chance to see a town or area in depth. Using one town as a base and traveling around is a good idea and it doesn't involve too much backtracking and if you have found good accommodations.

If you can possibly arrange to travel in Europe sometime other than July or August, by all means do so. Not only will hotel accommodations be easier to secure but restaurants aren't as crowded and prices in popular areas will be somewhat less during the off-season. Even in October we found it difficult to find lodging in London for the summer months. Taking the children out of school during the school term was not as much of a problem as we had anticipated. With the cooperation of the school administration, the teachers' help in organizing the children's work and by doing homework along the way, the loss of classroom study time was minimized. The enrichment found in traveling and the learning experience of another sort, that is difficult to measure in the context of all education of a child. Museums, industrial establishments, ports and places of interest which children generally read about in textbooks become suddenly very real to the student traveler.

Transportation

How does a family of six travel throughout Europe in the most economical and most fulfilling way? We found that an automobile is essential if you are traveling with your family. It is probably the least expensive, most flexible and allows invaluable freedom. We took our Volkswagon bus with us because we traveled by ship and the cost was \$400 round trip New York to Southampton. This method proved the least expensive for us because we needed a large vehicle, but if renting, very good rates for long term lease are available on smaller cars. Your travel agent can put you in touch with several rental agencies. If you really need a new car, we know of several families who have ordered a foreign car with pick up in Europe and then had it shipped home after the vacation. This is probably the least expensive way of having a car for use in Europe, but only if you need a new car.

Give serious consideration to taking a ship at least one way. We think the ocean voyage was the children's greatest thrill. The ship provides endless activities on board, fine cuisine, excellent service and is a splendid vacation in itself. We might add that it was nice for



and dad too. Plenty of time to re-
on deck, enjoy the conversation of
esting and varied seafaring passen-
etc. Taking a ship is not an econ-
measure, but tourist class passage
rd ship is not much more than fly-

king

fter the first week of traveling, my
wanted to go home and re-pack,
ing behind three-fourths of what we
brought with us. We had one suit-
each but they proved too large and
bersome. A small overnight bag
about three changes of clothes in
h and wear fabrics is adequate. We
nd ourselves interchanging a few fa-
ite and comfortable outfits, and our
cases remained filled with unused
ns. All the travel books warned us
to take too much, but unless you are
experienced traveler, you probably
not heed this advice. Remember,
re are beautiful clothes to tempt you
ng the way and you won't be able to
much if you spend a small fortune
a new wardrobe before leaving
me. With the children along we were-
able to see much night life so an in-
timal wardrobe with good walking
pes were all we needed. Today's tra-
ler dresses informally so don't give
essy clothes a first thought.

Laundromats are not always easily
und, but they are available in most
ge cities. However, they are often
dowed. We found ourselves resenting
e time we had to waste at laundro-
uts waiting for our clothes to dry when
exciting town stood waiting to be ex-
ored.

Two of the most useful items we
ought with us were a \$1.00 portable
thes line and individual packets of
d powdered detergent for laundering.
uick dry underwear and shirts that can
washed out at the hotel in the eve-
ng is the best way to handle the laun-
y problem. Even the children won't
and washing a few items at night be-
re going to bed, but an occasional trip
the laundromat is necessary to do the
ys' pants and other bulky items.

We made a point of taking some sim-
e medicines and first aid supplies with
and carried copies of prescriptions
at we felt we might need. "Apotek"
pps or drug stores are everywhere and
ually someone there speaks English.
eeping all members of the family
althy is a must if you are to enjoy the
p. With the exception of a few upset
omachs and an occasional headache,
one in our family became ill.



Lodging and Food

We learned through experience that
it is best to be a comparative shopper
when choosing a hotel or a place to
spend the night. During our recent trip,
we had about four miserable nights in
poor quarters and it was our fault be-
cause we waited until too late at night
to be discriminating. In most cases we
had to pay just as much for the poor
rooms as we did for the good rooms.
You can afford to be selective. Always
look at the room before you register.
We never made reservations in advance
because we wanted to see the room first.
In addition, being tied down to a dead-
line when driving over unfamiliar high-
ways is not the most relaxed way to
travel. If you travel in the summer, this
freedom of choice may not be available
because of the great number of tourists
traveling in Europe at this time. We car-
ried the children's sleeping bags along
and used them a few times when we
could only find limited bed space for the
six of us. This is also a way of economiz-
ing because in some places the hotels
charge by the bed and not by the room.

Many guide books are available that
list specific hotels in each region. These
can serve as excellent starters in locat-
ing the kind of accommodation you
want, but after awhile you will probably
strike off on your own. We found the
small family operated hotels or pensions
provided the best value and were very
clean. In Great Britain we spent some
unforgettable evenings in "bed and
breakfast" guest houses where the
warmth and charm of an English family
became more important than the facility
offered.

Occasionally we enjoyed the luxury
of a private bath, but most European
hotels simply do not offer this con-
venience. The tub or shower and W.C.
are down the hall, although hot and

cold running water are to be found in
most of the rooms. More and more
American type motels are being built
around the larger cities and these are
quite similar to those we know at home.

The best advice we can give with re-
gard to food is to eat what is served
locally. Eating habits vary from coun-
try to country but unless you are on a
special diet, you should have no diffi-
culty adjusting to the local menus.
Foods tend to reflect a little of the ge-
ography and the personality of the
country so do try to enjoy the native
dishes. You may have a sumptuous, un-
forgettable dinner in France for \$3.00
but you may find the unusual and over-
whelming Scandinavian breakfast just
as unforgettable.

The bread, rolls, fruit and cheese
were excellent everywhere and these
may provide the basis for a picnic lunch
along the highway as you travel in your
auto. The children were quick to learn
that a hamburger in Europe meant a
different thing to different people be-
cause they all tasted different. Before
too long, our children were the first and
most willing to try a new dish.

Finances

The novice traveler to Europe will
undoubtedly have many questions con-
cerning expenses for a trip abroad. We
met many Americans with the same
copy of *Europe On \$5.00 A Day*, but
we only talked with two people who
said they could travel on that amount.
One admitted this was two years ago
and the other was a young American
hitchhiking with a knapsack on her
back. She was doing her traveling on
less than \$5.00 per day, but let's face it
most middle aged family folks are not
geared to this mode of travel. Our own
experiences indicated that our overall
expenses averaged about \$300.00 per
week for a family of six or about \$7.00
per day, per person. This included all
our costs after landing in Europe: gaso-
line, ferry boats, lodging, food, occasion-
al treats and some small purchases.
England, by and large, was the only
country that gave discounts on rooms
for children. Our fourteen year old was
full price everywhere (we're only glad
they didn't charge double for his
meals). The northern European coun-
tries have a high standard of living and
their prices coincide with American
costs. If you choose a small family op-
erated type hotel and eat at least one
meal as a picnic along the road, you can

continued on page 30

One of the top level executives attending the United States Travel Industry Conference of DATO was Stephen E. Kelly, President of the Magazine Publishers Association.

Mr. Kelly, addressing members of the conference travel panel, discussed travel and its relationship to the nation's economy in the new decade. He stated:

"Travel really *IS* everybody's business.

As we carefully scrutinize the research and statistic factors as they apply to all aspects of the travel business in the seventies, we are agreed, I'm sure, that the industry is going to be bigger and better than ever.

To put it simply, there are going to be *more* people, travelling to *more* places, with *more* money to spend and the desire to spend it, than ever before! As we ponder the move into the seventies, and the bigger and better aspects, we quickly realize that the key word in the new decade will be **MORE!**

Whether it's plane seats, hotels, destinations — anything that has to do with travel — they will have to be creatively packaged to be made *more* attractive to *more* people. As a case in point, a piece in a recent business newsletter indicated that, from their view, major airlines were facing marketing chaos. What it went on to say was that, for instance, the California/Hawaii route now has nine carriers — compared to just last year when there were but three. And that the competition this and similar air-travel situations was causing, meant that marketing know-how in air transportation at the top management level would have to be precision-perfect to make or-

Travel Is Everybody's Business!

der out of what otherwise could be a chaotic situation. It went on to say that with the Boeing 747's becoming operational next year, the average on unfilled seats would jump from the current 50% to a predicted 65%.

I must admit that, for a moment, there was the disheartening feeling that there must be, in fact, more than just a little truth behind this rather unhappy prediction. . . . I too wondered about whether travel facilities . . . carriers, destinations . . . resorts . . . were outrunning themselves. Just for a moment, I too wondered . . . who was going to "fill all those seats". . . .

But *just for a moment*. . . .

Because the fact was that as fast as the number of plane seats increased, so did the number of people who were going to be inclined and eager, and financially able, to fill them. And, searching it out, I found that this was not just a hope . . . a wish . . . but a cold, hard, beautiful fact, backed up with cold, hard statistics. . . .

The fact is that rising incomes in conjunction with population growth are adding up to a sizable expansion in the dimensions of the nation's consumer market. In the course of the seventies, real disposable personal income will increase by more than 50%, or at an annual rate of almost 4½%. Since the population will grow about 1.2% in that decade, real per capita spending power will rise substantially. By 1980, per capita income will exceed \$4,300, for a decade increment of about two-fifths. Thus, not only will the market place grow significantly larger over the next decade, but the living standard of the American family will grow appreciably. In the late sixties, the average family had an income of about \$9,300 per year, but by the end of the seventies, the figure will exceed \$13,800.

Continuing the pattern . . . in the decade of the seventies, the discretionary dollar will grow at an accelerated pace. And, by 1980, it will total an estimated 350 billion, representing about 30% of

total family income. Thus, the nation's consumers will be spending relatively less of their earnings to meet essential needs and substantially more for luxuries.

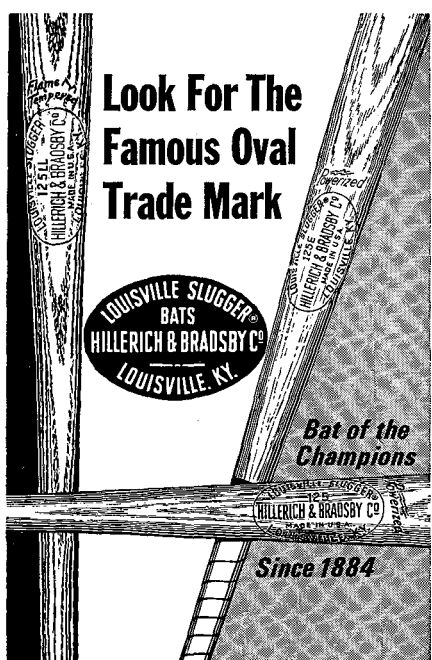
In addition, the shift from necessities to luxuries in consumer spending will continue to change the contents of the American family's shopping basket of the decade of the seventies. The importance of such necessities as food and clothing, which currently claim about 31% of the family's budget, will decline to 27%. It follows then, that a larger proportion of total consumer spending will go for cars, appliances, shelter, medical and personal care, education, recreation, a wide spectrum of luxury goods and services — and, of course, travel!

From this base of increased consumer spending — let's take a closer look in the specific market of travel.

In discussions with leading publishing authorities, I find them most conversant with your industry. For instance, R. Patterson, publisher of *Saturday Review*, indicated by 1975 we can expect that air travel will have tripled; and automobile travel will be up 40%. The "higher, real incomes, longer leisure time, demographic expansion and increasingly cheaper and varied tourist plant facilities will provide the essential conditions for the growth of tourism."

Additional growth-factor indications and they are conservative, reveal that population shifts between now and 1980 will represent percentage increases of college-educated, a 72% growth . . . income of \$10,000 and over, a 105% growth . . . college-educated, 18-34, growth of 110% . . . and in the 18-34 age group with an income of \$10,000 and more, a projected increase of 156%.

With this authoritative projection of the dynamic growth of the U. S. population to 1980, and especially the high curve of younger people with higher incomes and college educations, the picture in terms of future vacation/travel was made stunningly dramatic and real."



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Alabama — The winters are mild in Alabama and there's plenty to do and see. Alabama is blessed with an abundance of fine golf courses and is one of the best quail hunting areas in the country. Fishing, perhaps the most popular outdoor sport in the state, can be found in numerous rivers, streams, and artificial lakes. Salt water fishing is at its best in Mobile Bay, Perdido Bay and the gulf. There are many national and state parks in Alabama, among them the Natchez Trace Parkway, a motor road with a wide park-like right of way along which are places of historic interest. Birmingham is the state's cultural and entertainment center.

Alaska — You should see Alaska in the spring! Fields of flowers, balmy weather and it's a paradise for fishing and hunting. See Sitka, the Russian capital of Alaska of more than a century ago. Visit Palmer in the center of the famed Matanuska Valley farm country where magnificent produce is grown during the long Alaskan summer days. Alaska in the fall? Why not — autumn offers an especially inviting off season vacation treat. The September-October visitor can combine astonishing scenery, the 49th state's own blend of fall color and a growing array of man-made and natural attractions.

Arizona — Arizona's exciting history began long before man in North America had organized himself into civilizations. The Indians who roamed the countryside in pre-history days left behind fascinating traces of their lives. Later on, cliff dwellers built complex apartment houses. In the northeast, Canyon de Chelly with red sandstone cliffs up to 1,000 feet in height, is dotted with prehistoric cliff dwellings. More cliff dwellings can be

found in the Navajo National Monument near Kayenta. In this same area are the Painted Desert and legendary Petrified Forest. A sightseers paradise, Arizona is the land of Wyatt Earp, Bat Masterson, the famous city of Tombstone, Boot Hill, the O.K. Corral and many other legendary figures and places of the Old West.

Arkansas — Hot Springs, with its famous "Bath House Row" is a popular attraction in Arkansas. The city welcomes many visitors each year who come to bathe in the healthful mineral waters that flow from natural hot springs. Arkansas also presents many opportunities for the outdoorsman. There are 13 state parks, two national parks and many reservoir areas. Little Rock, the state's capitol, has several buildings of historical interest including Old State House, Arkansas Museum of Natural History and the Arkansas Museum of arts.

California. Fascinating travel lies ahead for the visitor to California — the golden state — land of spectacular scenery, colorful history, glamour and romance. Major attractions include the Hollywood Bowl in Los Angeles, Hollywood's motion picture studios, Disneyland, and Marine Land of the Pacific. A chain of old missions extends 600 miles from San Diego to Sonoma. Mile high Lake Tahoe, on the crest of the Sierra mountain range is a popular playground. California with its varied climate and topography can satisfy the appetite of almost every kind of sportsman, fisherman, hunter, golfer, tennis and water sports buffs. Squaw Valley is a mecca for skiing enthusiasts.

Colorado. The high altitude climate of Colorado is hard to beat, and so are the ski facilities! Aspen Mountain

is Colorado's most famous ski area. Others include Winter Park, 100 miles from Denver, and Ski Breckenridge, near Colorado Springs where a snow machine is used. Pikes Peak and the Garden of the Gods are near Colorado Springs. The U. S. Air Force Academy, of beautiful modern design, is built on an area that is an extension of the Garden of the Gods. Estes Park, rimmed by the snow-capped Rocky Mountains, is one of Colorado's most famous resorts. **Connecticut.** — Connecticut is a gateway to New England. Wherever you travel in this state, inland or along the shore of Long Island Sound, the changing seasons provide a colorful cyclorama for a variety of activities including golf, tennis, skiing, auto races, fairs, flea markets, theater, concerts, art shows. Mystic Seaport, Shakespeare Theatre, Gillett Castle, Dinosaur Park, Wadsworth Atheneum, Mark Twain Home and more than Hale Homestead are among the famed attractions.

Delaware. Delaware, the second smallest state in the union offers a variety of sports and many places of historical interest. Fishing is excellent in the state's many rivers and bays. Boating, surf bathing, sail and power boat races are popular along the bay and coast areas. Wilmington is the site of the Delaware State Museum. Old Swedes Church, built in 1698 and said to be the oldest Protestant church in the United States, Wilmington Institute, a library since before the Revolutionary War and still in use, and Old Town Hall built in 1791.

Florida. The Land of Sunshine beckons one and all. Stay in one of the many fine ocean front hotels or motels. See the Everglades and the seaquarium. Take a local cruise. Motor

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over Tamiami trail to the west coast of the state. Stop at Sarasota, see famed Ringling Brothers Circus Museum and St. Petersburg Beach's new Aquatorium.

Georgia. Georgia is scenic — Georgia is history — Georgia is fun! From the primitive beauty of the Okefenokee Swamp and the hazy blue Appalachians to the futuristic look of the city of Atlanta, few states in the nation can offer such a variety of topography, climate and natural beauty. The seven climatic zones and the huge expanse of land encompassed within the state boundaries combine to produce one of the widest varieties of scenic beauty to be found within the United States. History surrounds you in Georgia. Majestic old homes, restored towns and forts, Indian mounds and relics of the Civil War are scattered throughout the State reminiscent of the colorful past.

Hawaii. Travelers enjoy every moment of wonderful Hawaii. There's swimming at Waikiki, luau dinners, the scenic delights of tropical Oahu. A view of Pearl Harbor is a must, and so is a trip to see the exquisite Outer Islands. From the traditional aloha flower welcome, to the last glance of palm trees waving gently in the breeze, every moment is fun packed.

Idaho. Idaho's Sun Valley is one of the country's finest sports areas. The state's interior is one of the few places left where you may hunt and fish almost indiscriminately. Idaho boasts many fine health resorts. One of the better known spas is Lava Hot Springs where mineral waters boil out of lava rocks at a temperature of 140 degrees. A trip down the Snake or Salmon Rivers will provide an exciting experience for visitors.

Illinois. See Springfield and historic Lincoln shrines in Illinois, the Land of Lincoln. Take a cruise on Lake Michigan. Tour fabulous Chicago! From skyscrapers to the flat farmlands of the Great Plains, Illinois has variety to please one and all.

Indiana. The 500-mile auto race held in Indianapolis on Memorial Day is one of Indiana's leading attractions, but the scenery is beautiful too! Lake Michigan's curving south shore presents a continuous beach 25 miles long beginning just east of Gary. Michigan City, a leading summer resort area, is located in the beautiful sand dune country. You can visit the

grave of Johnny Appleseed in Fort Wayne, and see the 22 ft. statue of jolly old Santa in the village of Santa Claus, Indiana where each year, during the Christmas season, millions of pieces of mail are received and re-mailed with the Santa Claus post mark. Santa Claus trail nearby is peopled with statues of nursery rhyme characters, a house of dolls, a zoo, an animated miniature circus and many childrens' rides.

Iowa. Among Iowa's most interesting attractions is Effigy Mounds National Monument, an area of secluded valleys and weather worn Mississippi River bluffs where some of the last traces of Indian people who thrived here nearly 1,000 years ago, have been preserved. The Amana colonies located in east central Iowa draw many visitors. The colonies, consisting of several closely united villages, were founded by a group of settlers who came from Germany in the middle of the 19th century seeking religious freedom. While their customs and way of life have changed little since they settled, the Amana colonies are among the most prosperous in Iowa today.

Kansas. Fore! Golf is great in Kansas. There are over 180 golf courses to challenge pro and novice. Kansas is the Sunflower State, a land of color and dynamic growth . . . it is the Wheat State, land of production and progress . . . Kansas is Midway U.S.A., the center of travel and transportation commerce and industry. Kansas is a friendly state — see for yourself, plan a visit this year!

Kentucky. King of sports in Kentucky is horseracing, and the king of all races is the Kentucky Derby at Churchill Downs in Louisville. Rich in history, the state has the unique distinction of being the birthplace of Jefferson Davis and Abraham Lincoln. Daniel Boone was among those who opened up the wilderness trail and opened headquarters at Boonsborough in 1775. Famous Mammoth Cave National Park, 100 miles south of Louisville consists of more than 150 miles of charted passageways. Audubon State park, a 500 acre bird sanctuary, is a memorial to naturalist John James Audubon.

Louisiana. Only in New Orleans, birthplace of jazz, does one capture the true rhythm of this form of music expression. While you're there, try some real Louisiana cuisine, it's out-

standing! See the Mardi Gras fest beginning the 12th night after Christmas and ending at midnight. Ash Wednesday begins. The big events take place two weeks before Easter. Visit New Orleans' French Quarter. Ranking with Paris's bank and New York's Green Village as a major mecca for Americans, the French Quarter has many galleries and open to the public.

Maine. You can have YOUR kind of vacation in Maine! Whether you prefer the coast lake region, mountains or woodlands, Maine has them all in great abundance. It's hard to imagine a more carefree and relaxing vacation than one spent out of doors in this beautiful state. You can swim, go boating, hiking or mountaineering and enjoy it at its best, away from it all in beautiful Maine.

Maryland. Annapolis, Maryland's capitol, is not only known for the U.S. Naval Academy and St. John's College, but also for its colonial structures which retain the spirit of revolutionary architecture and design. Among the most famous are the State House, a restored and furnished mansion of the 18th century. The State House, built in 1772 and oldest state capitol building still in daily use.

Massachusetts. Massachusetts, another place to be any time of year, is a land of infinite variety and bold contrasts. Two thirds of the state is covered with forests and one third of its population is centered around Boston, Worcester and Springfield. Inland waters include more than 1,100 lakes and ponds. On the Atlantic coast the restless Atlantic bathes two thousand miles of shorelines. The state's mountains are anchored in tradition and many points in the Berkshires are easily accessible thanks to carefully maintained roads and well marked footpaths.

Michigan. Detroit, the nation's largest mobile manufacturing center, is a sportsman's haven. This vast metropolis is one of three cities in the United States with entries in all four major leagues of four sports — baseball, football, hockey and basketball. Detroit's Civic Center covers 75 acres along the downtown riverfront. Included in this area are the Veterans Administration Memorial Building, the City-county Building, the Henry Ford and Edsel Ford auditorium and the Ford Hall, one of the largest exhibi-

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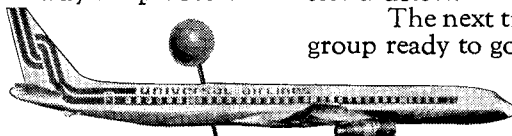
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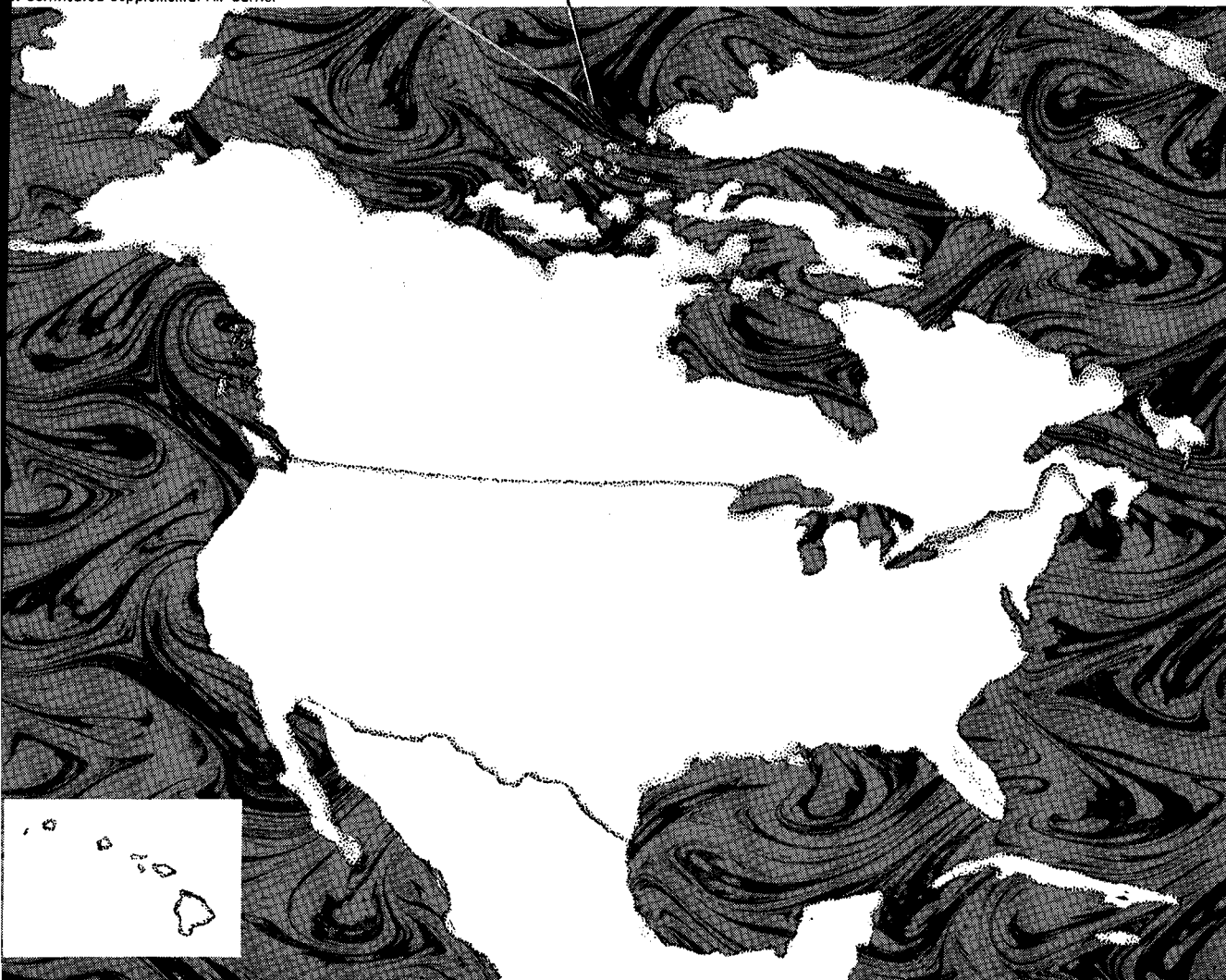
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ings in the world. Michigan is a sports wonderland and has 70 areas in the state with excellent ski facilities.

Minnesota. Minnesota is made for camping. Within the state campers find more than 420 private and public camping areas — 1,650 accessible campsites and 65 campgrounds in national forests — 150,000 acres of State Parks — more than 36 campgrounds and 3,000 acres in State Forest boundaries — the headwaters of the mighty Mississippi and North America's last true wilderness. Robust adventures await the camper in this state!

Mississippi. Mild year around climate, golf all year around in Mississippi, and the state has over 80 public and private golf courses open for play. See Gulf Coast, often called America's Riviera, and the Shrine of the Confederacy, just one of numerous historical spots to be found along the 26 mile coastal strip. Vicksburg's is the one historical attraction in Mississippi. Vicksburg National Military Park, one of the world's most interesting well marked battlefields. Established in 1863, the park permits you to drive along miles of scenic road-viewing as you ride, the heroic battle found in iron, marble, granite and bronze markers and monuments.

Missouri. Meet me in St. Louis!!! — if big cities aren't to your liking, Missouri's outdoor life in the beautiful Ozark Mountain resort areas. Fishing, hunting, hiking — you'll find them all, and water sports in the Ozark's large lakes. Golf — attention — wherever you travel in Missouri, you'll find one of the state's 88 golf courses nearby.

Montana. The hunting is outstanding in Montana. The area around Glacier, northern entrance to Yellowstone National Park, is one of the best elk hunting grounds in America. Skiing enthusiasts will enjoy the run at Big Mountain near White Sulphur where skiing conditions are excellent 5 months of the year.

Nebraska. Sporting facilities in Nebraska cater predominately to the outdoorsman. The state's 47 recreation areas, eight parks and four reservations all offer a diversity of outdoor pleasure. Streams abound with rainbow and brown trout, hunting is excellent and long seasons and big game are the rule. Visit Omaha, the Crossroads of the Nation, and famous

1,300 acre Boystown, 10 miles west of the city.

Nevada. Los Vegas, one of Nevada's largest cities, is well known for its gambling casinos and top entertainment found along the city's glittering "Strip". Reno, noted as the city of divorce, also boasts a lively gambling trade. Virginia City, queen of the Comstock, is the most celebrated and lively ghost town in the world. Throughout the state over 5,000 ghost towns may be found — communities where the floodtide of life has receded leaving only legends.

New Hampshire. New Hampshire's beautiful mountains and forest trails have long attracted many visitors. The state maintains hundreds of trails through spectacular terrain. New Hampshire has the longest ski season, finest skiing resorts and the largest variety of "up" ski services in the east.

New Jersey. Atlantic City with its famous board walk, is one of the most popular resorts in the United States. Seaside Steeplechase Pier and Million Dollar Pier offer a variety of amusements and penny arcades. Atlantic City auditorium is the largest building in the state and the largest place of its kind in the world. The main auditorium seats 41,000 and has the world's largest stage. Camden on the Delaware River is the home of Walt Whitman.

New Mexico. The best known attraction in New Mexico is Carlsbad Caverns National Park, named for the cave which is of unusual magnitude. Aztec Ruins National Monument contains Indian ruins dating to the 12th and 13th centuries. The state has nine developed ski areas and many spas where natural hot mineral springs flow from the ground at temperatures up to 150 degrees.

New York. Favorite all time tourist attraction in this state is New York City. See Broadway plays, attend concerts, see ball games. Tour the city and see the view from atop the Empire State building, RCA building and others offering aerial views. The Statue of Liberty, Ellis Island, Times Square — there's plenty to do in this great city — the heartbeat of the Eastern Seaboard.

North Carolina. You'll enjoy the scenery as you drive along Blue Ridge Parkway, the state's major scenic route. Three major dramas depicting North Carolina's history, at-

tract millions of visitors each year. Horn of the West, about Daniel Boone, is performed in Boone near Ashville; The Lost Colony, may be seen at Waterside Theatre, Fort Raleigh National Historical Site on Roanoke Island; Unto These Hills, an Indian drama performed in Cherokee, is presented at the open air mountainside theatre against the backdrop of the great Smoky Mountains.

North Dakota. The central region of North Dakota produces such quantities of duck that it has been called Duck Factory U.S.A. and is a mecca for hunters. Near the Canadian border, 2,200-acre International Peace Gardens stand as a symbol of lasting peace between the United States and Canada. Garrison Dam, the world's second largest earth filled dam, forms 200-mile long Garrison Reservoir and a fine recreation area.

Ohio. Ohio, the Buckeye State is also known as the Festival State. More than 50 are held annually and more than half of those are major events, fully sanctioned by the Ohio Festival Association. They celebrate principally the harvest of a product, but some have other themes including American Indians, antique cars, fall foliage and even the return of the buzzards each spring! Festival dates run from April through October. Ohio festivals draw millions of sightseers each year.

Oklahoma. Tulsa, oil capitol of the world, is also a city of parks. Forty-four parks may be found in Tulsa, including a municipal rose garden containing over 9,000 plants. Mohawk Park is the largest municipal park in the country. Pahlquah, in eastern Oklahoma at the foot of the Ozark Mountains, is the former capitol of the Cherokee nation and contains many items of historical interest.

Pennsylvania. The Keystone state is a great place to go! There are lakes, rivers, mountains, colorful scenery. Visit Penn's Cave, a major geological attraction with fascinating limestone formations, sculptured by 600 million years of seeping water. See Fisherman's Paradise and the Pennsylvania Military Museum.

Oregon. Oregon is a state of contrasts — a rocky coastline interspersed with some of the world's finest beaches, thousands of rivers and streams, mingled with an even greater number of lakes, tremendous timber forests, wide-open spaces covered with rock and sagebrush, fish in the

sea, streams and lakes and an abundant wildlife of elk, deer, cougar, bear, bobcat, badger and beaver. There are highly developed water sport areas along the Columbia, Rogue, Deschutes and Snake rivers, also in many lakes including the world renowned Crater Lake.

Rhode Island. Block Island, nine miles off the mainland of Rhode Island, has an ideal summer climate and is a popular resort area. The island's clay cliffs resemble the chalk cliffs of Dover and rise to a height of 150 feet. Providence, the capitol of this tiny state, is the second largest city in New England.

South Carolina. The beaches and semi-tropical islands in South Carolina look a lot like the Caribbean. The Blue Ridge Mountains are reminiscent of New England — and aristocratic old Charleston, has a charm all its own. There are old plantation homes, gardens, history, fishing and golf. See it all, visit South Carolina!

South Dakota. The Black Hills of South Dakota are noted for their grotesque peaks, canyons of amazing beauty and rushing streams. Nearby you'll find Deadwood, a town of one

main street, Adams Memorial Museum, Rapid City museum, Black Hills Reptile Garden, Federal Sioux Museum and a Horseless Carriage Museum. See Mt. Rushmore National Monument where the heads of four great American presidents have been sculptured on the granite face of 6,000 ft. high Mt. Rushmore; Jefferson, Lincoln, T. Roosevelt and Washington. This is the world's largest sculpture and each head is twice as large as the sphinx.

Tennessee. Visit Chattanooga and see "The General," a reconditioned wood burning locomotive of Civil War days. From Chattanooga take an interesting excursion to the Ruby Falls Lookout Mountain Cave located 1,100 miles underground. Gattlinburg's ski lift provides a spectacular way of ascending Crocket Mountain, the grandstand of the great Smokies. And don't miss Beal Street in Memphis!

Texas. See bullfights along the Mexican border — the famous Cotton Bowl — the Texas Memorial Museum — the markets of Juarez. Take a scenic ride on the Alpine Trolleyway overlooking El Paso. View three states and two countries from the top of Mt. Franklin. See the 42 ft. statue of Christ of the Rockies, and Texas Western College with its Tibetan architecture.

Utah. A wide variety of natural attractions in Utah provide an opportunity for visitors to enjoy winter sports, dude ranches, fishing, boating, hunting, river running, scenic tours and golf. Points of interest include the great Salt Lake in Salt Lake City and the bronze, twin seagull monument, erected in 1913 to commemorate the salvation of the Mormon pioneers during the summer of 1848.

Vermont. The history minded will enjoy Bennington, near the sight of the 1777 Battle of Bennington because of its many historical landmarks. Bomeoseen has an auto museum containing 29 cars of yesteryear. Visitors can ride Bromly's double chairlift to a 32-foot lookout tower which affords a view of five states. Quechee Gorge, Vermont's "little grand canyon" is a mile long chasm through which the Ottauquechee River flows 162 feet below the highway bridge. Warren is the center of Vermont's famous Sugarbush Valley resort area. Here America's longest aerial gondola lift ascends through some of the most beautiful mountain scenery in the

world to the summit of Lincoln P. **Virginia.** Arlington National Cemetery, located directly across the Potomac from Washington D.C. attracts numerous visitors each year. Virginia boasts many cities rich in the history of our nation among them Williamsburg, 18th century capitol of Virginia Colony, Jamestown, Yorktown, Vernon and Fredericksburg. While in Virginia, see Luray caverns, with illuminated stalactites and stalagmites and the famous Virginia Beach resort area along the Atlantic Ocean shore. **Washington.** The character of Washington State is unique, featuring highly diverse geography in a very compact area. Distances between popular attractions are short. The topography ranges from snowcapped mountain peaks, topped by 14,410 ft. Mt. Rainier, to the broad sands of Pacific Ocean beaches. Jewel-like islands of the San Juan archipelago, lush green forests, pristine lakes and an inland plain are all part of the natural setting, providing a wide spectrum of recreational activities.

West Virginia. West Virginia is a mountain vacationland with equalled fishing, hunting and skiing. The state parks and forests attract nearly 4,000,000 people last year. Of historical interest is Harpers Ferry National Historical Park, a site of great importance in our nation's early history.

Wisconsin. Nature was generous. Wisconsin got more than its share of natural beauty. And in today's urban world, Wisconsin's lakes, streams, forests and hills are more attractive to people than ever before. Winter sports, skiing and snowmobiling have added a whole new vacation season. Scenic easements protect beautiful roadside vistas and the highway system is unexcelled anywhere. See Wisconsin — you'll like it there!

Wyoming. Few other national parks render the wonders of nature so completely and so well as Yellowstone Park. And few states offer the diversity of outdoor sports to be found in Wyoming. Hunting there is second to none. The Big Horn Mountains in northern Wyoming contain thousands of deer and elk which are hunted all season. Cheyenne Frontier Days, the oldest of 50 top rodeos held in the state takes place in July. In Cody, the Buffalo Bill Historical Center attracts many visitors annually.

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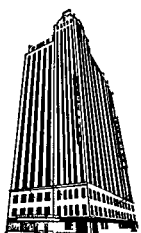
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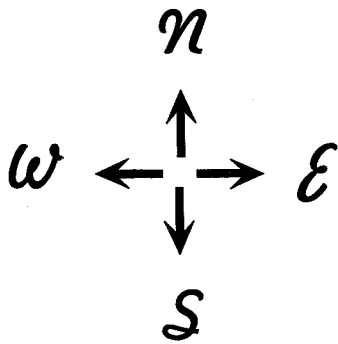


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MIDWEST

Museums, art galleries, theatre in Chicago. Cruises on Lake Michigan.

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for Foreign and Domestic Group Travel

Interest among company employees in group travel is at an all time high. At the same time, expanded services and facilities offer today's group travelers an endless variety of tour possibilities. It is possible for company groups to arrange tours so they may fly one way and cruise the other. This way they can enjoy the best of both modes of travel on a single tour. A single-destination tour can include a brief stop-over at one of the interesting points. Special tours can be arranged, tailored to the interests of your employees. Travel costs are the lowest ever, bringing travel within the economic reach of more and more employees.

As an aid to travel club officers and recreation administrators, this guide briefly outlines some sample tour destinations. If the area profiled here coincides with the interests of your groups R/M can help you obtain the best all-around information including specifics on dates, accommodations and prices. Just indicate your interests on the attached postage-free request card, tear out and mail. Information will be forwarded to you promptly.

The Lincoln Shrine in Illinois, Automobile racing at Indianapolis — "mint Juleps" in Kentucky.

Check #D6

LAS VEGAS

Bizarre, fantastic, exciting, wild, unbelievable — big name stars, gorgeous hotels, delightful entertainment.

Check #D7

SOUTHWEST

Death Valley and the Sierras — Phoenix and New Mexico — sunset in Denver and the vast wilderness of the desert.

Check #D8

CALIFORNIA

From the Golden Gate Bridge in San Francisco to fun-filled Disneyland in Anaheim. Glittering Hollywood, Palm Spring and Los Angeles.

Check #D9

HAWAIIAN ISLANDS

Swaying palm trees, warm ocean breezes — stay on one island or "island hop" to any of the more than 100 islands and islets. The Polynesian Cultural Center in Oahu portrays the ancestral customs of the natives of Hawaii. Authentic luaus and hula girls. Surfboard riding for the enthusiasts.

Check #D10

TOUR THE WORLD

CANADA

Fly to Canada and travel through the country via rail. Fishing, skiing, hunting are popular. The Rocky Mountains for the outdoorsmen and the sites and sounds of Toronto and Montreal for the indoor sports.

Check #F1

CARIBBEAN

Tropical, dazzling, delightful Martinique, Nassau and Puerto Rico. It's "fun in the sun" in the Virgin Islands and Freeport — Jamaica and

Montego Bay.

Check #F2

MEXICO

Bullfights in Old Mexico City and sunbathing in Acapulco. The great cathedrals and Shrines of yesteryear are a major attraction of today.

Check #F3

SOUTH AMERICA

Breathtaking Buenos Aires, Love Lima, Romantic Rio, and Caracas — the Caribbean of South America. Sight see in one or all the fascinating

s of South America.
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E SOUTH PACIFIC

iti, Bora Bora, Samoa and New
land — it's one of the newest and
est growing vacation spots.
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m Bangkok to Bali. The mystic
der of Japan and the excitement
Hong Kong. Expo '70 in Japan this
r. Tea houses, museums, culture
unds.
Check #F6

GLAND

r Majesty awaits with all the pomp
l circumstance of Royal England.
; Ben strikes the hour in London
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eet. The British Isles and Shake-
are Country.
Check #F7

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orld — Paris and the French
viera. Motor through France and
e the countryside of Nice, Grenoble
d Brussels.
Check #F8

ELAND

op in Shannon, see authentic folk
lages, historic Limerick, Adare and
are. Irish folk music, singing and
ncing, and hearty Irish food.
Check #F9

ALY

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ty — Spaghetti and Pizza Pie!
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le. LaScala in Milan and the Ba-
ica of St. Cosma.
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d charm.
Check #F11

ORWAY, SWEDEN, DENMARK

penhagen, friendliest city in Eur-
e. See the major cities of Scandi-
via, including Stockholm, Oslo,
inore, Gothenberg and Bergen.
Check #F12

USTRIA

enna, a feast of new experiences —
sic is everywhere — Baroque

masterpieces abound, fairs and car-
nivals are always in season
Check #F13

SPAIN, PORTUGAL, MOROCCO

Sleep in castles where kings once
laid their heads, feast on some of the
most succulent foods in Europe.
Shopping in the streets of Casa-
blanca, the fiestas of Madrid. Lisbon,
Barcelona, and Seville.
Check #F14

GREECE & THE GREEK ISLES

Fly to Athens and see the great cities,
archeological wonders, relaxing re-
sorts. In the Aegean waters of Piraeus
— cruise to Mykonos, Delos, Rhodes,
Crete and Santorini. Fabulous Istan-
bul and Ephesus too.
Check #F15

ISRAEL

The "Holy Country" combines old
and new. The Wailing Wall of Jeru-
salem, the seashore of Haifa, and the
modern progressive city of Tel Aviv.
Check #F19

Visit a kibbutz for camping.
Check #F16

EGYPT

Yesterday, today and tomorrow —
you'll find it all here. The ancient
civilization and monuments date back
to 5000 B.C. There is sun for sun-
lovers, parks for nature lovers, ba-
zaars for bargain shoppers and
treasures housed in museums for
historians.
Check #F17

AUSTRALIA

Island state of Tasmania and Mel-
bourne, Sydney, Adelaide and Can-
berra in the "Land Down Under".
Check #F18

INDIA

Excursions to the fabled Taj Mahal
and the Red Fort of Agra, telling in
stone the story of the Moghul Em-
pire. Visit Delhi, a very modern me-
tropolis.
Check #F19

SPECIAL INTEREST TOURS

A travel natural for employee groups are the trips and tours which explore the "special interests" of the participants while at the same time fulfilling their urge to travel. The industrial recreation director has "ready-made" interest groups composed of many different clubs that are incorporated into his recreation association, i.e. the camera club, the garden club, the rod and gun club, etc. Many interesting tours can be fashioned for each one of these clubs. If you would like information on tours for a special interest group not listed below, just check your choice on the card.

SAFARI

Game reserves such as Nairobi Na-
tional Park, Queen Elizabeth Park
and Murchison Fall National Park
house the finest game in the World.
Check #S1

FINE ARTS TOUR

The cultural-minded employees of
your company will be interested in
visiting artistic and historically prom-
inent sites in Lisbon, Madrid, Bar-
celona, Rome, Athens and Vienna.
Opera visits are included in some
tours.
Check #S2

FISHING TOURS

Fishing enthusiasts can pit their an-
gling skills against Atlantic salmon in
the rivers of Scotland, Arctic char in
the lakes of Norway, brown trout in
the streams of Germany.
Check #S3

GOLF TOURS

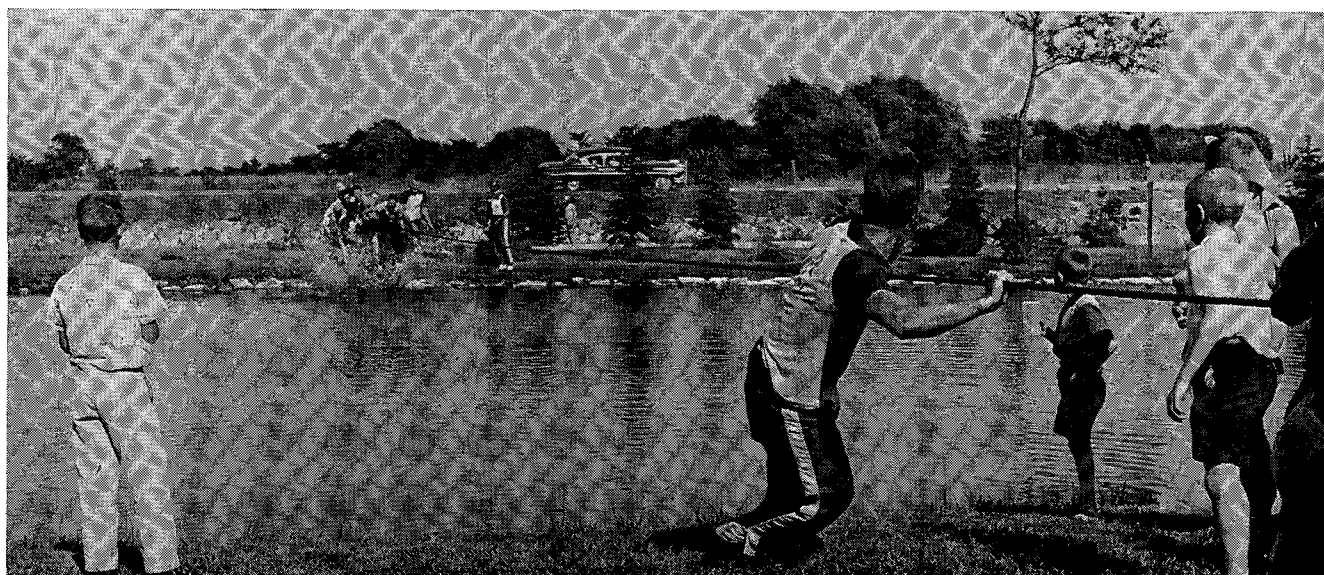
Golf your way around Europe, the
Caribbean or the U.S.A. Play the
most famous courses in the World
in the company of your favorite
golfing partners.
Check #S4

HUNTING TOURS

Hunt stag in Ireland, grouse in Scot-
land, wild boar in the Black Forest,
bear in Siberia, or native game in the
U.S. or Canada.
Check #S5

SKI TOURS

For your ski buffs who long to try the
legendary slopes of Europe, choose
from St. Moritz, Innsbruck, Cha-
monix, Garmisch, Cortina or any of
the other fine resorts throughout the
Alps. For close-to-home excitement
try Aspen or Sun Valley.
Check #S6



A small plant *can* have an award winning recreation program. This was proven true by three-time Helms Award winner, Flick-Reedy Corporation of Bensenville, Illinois.

Situated in a Chicago suburb adjacent to O'Hare International Airport, Flick-Reedy could be experiencing a drought of factory and office help. But an imaginative and meaningful benefit program including an extensive recreation program insures a stable work force at the plant while its neighbors suffer with job vacancies.

The present employee recreation program at Flick-Reedy began during the design stages of a new building more than ten years ago. The company's president, Frank Flick, concerned with the concept that the family is the basic unit of society, decided to build a plant that would serve its foremost purpose,

the manufacture of air and hydraulic cylinders, but that would also serve the employees and their families in educational, social and recreational pursuits.

With this idea in mind, Flick designed a plant that includes:

- a magnificent 40 x 60 foot swimming pool for the employees, their families and the community;

- a spacious auditorium that does duty as a gymnasium, meeting room, or banquet hall. The room includes shuffleboard, volleyball and ping-pong equipment;

- three lagoons stocked with bass, where employee anglers and their families can while away leisure hours without bucking the week-end or evening rush to other, more distant, fishing resorts;

- outdoor recreation facilities for basketball, skeet shooting, baseball, ten-

nis, picnics, archery, horseshoes, handball, shuffleboard, and many other activities.

While the recreational facilities would cost a great deal if added to an existing plant, they actually saved money for Flick-Reedy while its plant was being constructed.

The swimming pool, built for \$90,000, replaces a water tower that would have cost \$160,000. The three lagoons, which cost only \$12,000, eliminated the need for a water line extending from the Bensenville water system to the plant. The water line would have cost \$120,000. Even with a \$30,000 pressure tank and piping system, the Flick-Reedy wa-



Variety Is Key At Flick-Reedy

system saved \$148,000 in initial cost and saves an average \$10,000 over the Pensenville water rates. An additional benefit is the lowest industrial fire insurance rating in the area.

In addition to its many recreational facilities, the auditorium provides space for many company functions. Staff meetings, conferences, education and training sessions and other large group meetings are held in the auditorium. The five-acre parking lot, the all-aluminum roof, and the paved basketball and tennis courts provide not only functional primary usage but also collect rainwater which is drained back into the lagoons for storage and flood control.

While the available area for recreation is in many cases important it is not always necessary to have a 95 acre site such as Flick-Reedy's. Even before mov-

ing into its new plant, the company had a substantial recreation program. While the Flick-Reedy program has expanded with the availability of space, the basic recreation plan can be adapted by most any plant that is near public facilities.

The Flick-Reedy concept of a recreation program follows the basic governing by-law of the firm, "To promote Freedom through Individual Moral Responsibility." No employee is forced to take part in the recreation program, yet all are urged to do so. In developing its program, the Flick-Reedy management team goes to the employees through the Flick-Reedy Employees' Benefit Association and asks what activities they would like to take part in during the year.

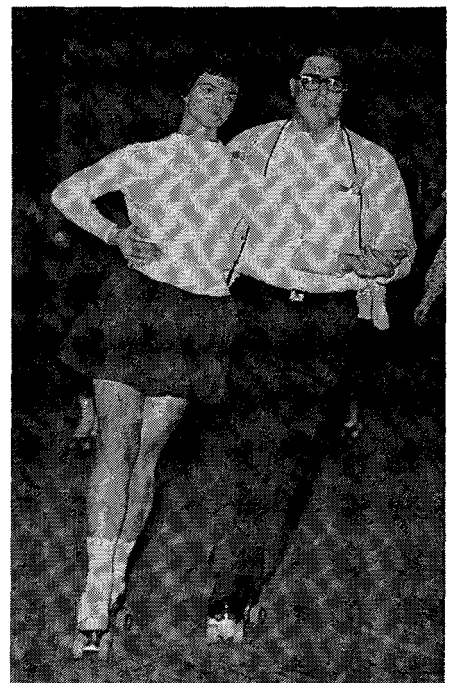
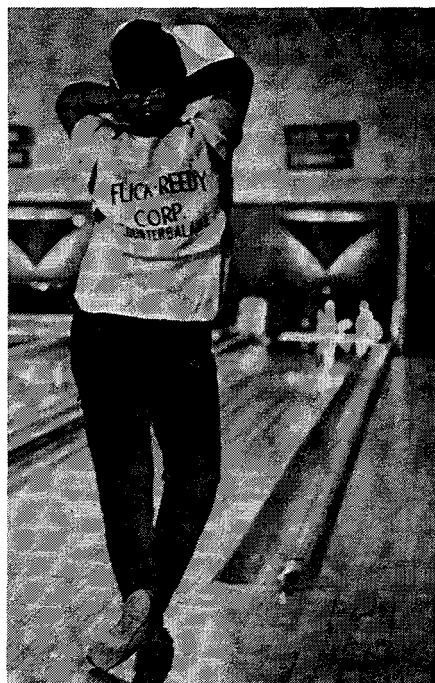
The many recreational activities throughout the year center upon archery, golf, bowling and, of course,


swimming.

The swimming pool is available for open swimming from 3:30 p.m. until 9:30 p.m. four days a week. This permits the second shift employees to take a quick dip before starting work and gives the first shift employee adequate time after work for a swim before going home.

In addition, the pool is open several Sundays each year for family swim parties. Employees can also plan their children's birthday parties at poolside, bring their children to swim classes each Saturday morning, join a 50-mile swim club, use the pool Saturday evenings for special parties, and take part in an annual employee swim show.

The Flick-Reedy swimming pool is available to community groups too. Almost daily a group such as the Boy Scouts, Girl Scouts, churches, schools





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SEATTLE—(206) 682-3520
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for retarded children, the Cerebral Palsy Foundation and others use the pool without charge. The Flick-Reedy multiple-use facilities provide a continuous community relations program at little cost to the firm. The limitless goodwill gained through the sharing of these facilities with outside groups has more than repaid the low cost of providing the service.

Special winter recreation programs include an annual employee dinner dance, a gala Christmas party complete with entertainment and selected gifts by age groups for employees' children, a roller skating party, square dancing lessons, and other indoor activities.

The summer months are naturally devoted to outdoor recreation. Fishing in the three lagoons, a golf league, baseball, girl's softball, tennis, and archery lead the summer program of participation sports. In addition, Flick-Reedy sponsors a cook-out, a company picnic and a trip to a major league ballgame.

As far as employees' children are concerned, however, the highlight of the summer is the weekly children's day camp held at the Flick-Reedy plant. Held for nine weeks, the camp features baseball, volleyball, swimming, movies, games, handicraft, and other activities for children from 5 to 16 years of age.

The Flick-Reedy recreation program is virtually self-supporting. Money ob-



The clown made a big hit at a recent Christmas party.

tained by the Employees' Benefit Association from vending machine proceeds, activity fees and certain fund-raising events helps to pay for all but certain plant-wide programs.

In the words of Frank Flick, "Our people are healthy people, in mind, in body and in heart. To create such people you must encourage self help — we do not spoon-feed men and women at Flick-Reedy — we give our people the opportunity to participate in activities that will keep them sound in mind and body. The whole man being developed in a healthy body." ■

Travel Trends . . .

What does the booming travel industry mean to today's Industrial Recreation Director? For one thing, he will probably become more involved in recreational travel during the coming decade. According to information presented at the DATO (Discover America Travel Organization) sponsored U. S. Travel Industry Conference, recreational travel trips will increase from 6.5 billion in 1965 to 10 billion in 1970.

Recreation Directors may also be called upon to assist with travel programs similar to Caterpillar Tractor Company's recent "International Relations — Employee Style" overseas jaunt. In 1968, employees from all kinds of Caterpillar jobs in England and Scotland came to the United States, stayed with Caterpillar families in Peoria, Illinois, toured both plants and surrounding countryside and took a chartered bus tour of the eastern United States. The trip, called

"Visit USA" was set up to heighten the sense of identification with Caterpillar among its European employees, to foster the multinational character of the business and to promote a kindred spirit among employees worldwide. Last year, Caterpillarites who had hosted fellow employees from the United Kingdom in 1968, boarded a plane for Glasgow and made a return visit. They were welcomed by a three day period of festivities arranged by British Caterpillar after which their former guests took over to help the American visitors become acquainted with the British countryside.

The Industrial Recreation Director of the seventies must be cognizant of the fact that this is an era of change in the travel world. People are changing — their motivations are different. Young people, for instance, want action not amenities when they travel. Major travel, often a once-in-a-lifetime event for the older generation is a part of the on-going process of living for the "go-go" generation.

Cortes W. Randell, president of National Student Marketing Corporation said 18 to 24 years olds who college educated will account 15% of the total air travel market next year. Young people view travel as a means of meeting people, seeing things and places. They are concerned with extravagant accommodations and don't want to be held a rigid schedule.

Frances Koltun of Mademoiselle magazine, moderator of a panel discussion on "Travel Futurama" at recent DATO Travel conference, outlined seven areas of motivation reflecting change, that will influence future travel. They included the desire of people to lead the "full life", need to be "fashionable," the acute shortage of time among the affluent and the need to "pack more into the time," the growing youth market, interest in sports, particularly among women and the curiosity of people for new places and new experiences.

Travel experts say that if the future of the travel industry could be described in two words, those words would be "change" and "more". They are predicting that the 70's will bring a whole new era of travel — an era filled with jumbo jets, increased tourist traffic, new motivations, more leisure time and more money to spend. If this is true, the recreational director's involvement in travel will certainly increase during the coming decade.

Jogger's heel joins tennis elbow, baseball finger and swimmer's ear as a hazard for exercisers and stirs a medical debate in the process. One physician advises patients to sprint on the balls of their feet to avoid painful pounding on the heels, but a colleague warns that his advice may expose them to another malady, "sprinter's foot."

Over 300 U.S. manufacturers will build a half-million travel and camping trailers, pickup coaches and motor homes in 1969—up 25% from last year. Camping, according to the U.S. government, is now the second fastest growing form of recreation in the country and is expected to attract 50 million Americans in 1969.

aw Ski Method lps Beginners

he beginning skier, long a comic actor struggling against outlandish s to become one of those graceful s he watches enviously as they op down a mountain high above , can now take heart!

A revolution over the way Americans n to ski has created a pleasurable ass of the awkward learning phase seasons past.

Taos Ski Valley, high in the rugged untains of Northern New Mexico is ling the revolution. Long considered 'super expert' domain, Taos is now using its professionalism on begin- s.

The staff at Taos Ski Valley has de- oped a unique method dubbed the os "Step-into-Parallel" system.

The beginner first uses one hundred atimeter short skis, assumes a com- rttable snowplow position, with his s pointed in a "V." To turn from the aight-ahead snowplow, he merely lifts s inside ski and puts it down next to e ski that's pointing in the direction e wants to go. In essence, he "steps in- parallel."

Taos' "Step-into-Parallel" method al- ws the beginner to master a quick ort turn that lets him negotiate a wide riety of terrain. In most ski schools, ick turns are learned only after the udent can ski parallels. The new sys- m thus gives the beginner the ability handle narrow slopes, twisting runs d heavily trafficked slopes almost im- mediately — something that normally a't possible until he is an expert.

As he progresses, the Taos beginner aduates to 60-inch skis and then to ore normal 70 to 87-inch skis. If a ier is older, overweight or has a his- ry of leg or knee injuries, he is ad- sed to stay on 150 or 180 centimeter ort skis the remainder of his skiing reer.

Many ski schools are opposed to both ort skis and the "wide track" approach ski instruction. Ernie Blake, owner Taos Ski Valley and director of the i school, believes this is based on a

natural preference for the status quo and an accompanying resistance to new ideas. Despite initial opposition, Blake is confident the new system, or deriva- tives of it, will change the ski world within the next few years.

"Anything this natural and easy is bound to transform the way people learn to ski," says Blake.

1970 NIRA Travel Survey Summary

132 NIRA member companies re- sponded to this special survey, made by NIRA to obtain information on group travel plans for 1970. Here are the results:

Travel club

The answer to this question was "yes" 21.2% and "no" 71.2% (the balance being accounted for by "other" and "no information"). Of the firms re- plying affirmatively, 96.5% are com- panies with over 1000 employees.

Travel trips

42.5% replied "yes" and 29.5% re- plied "no" to this question. The

balance (28%) is accounted for by responses of "other" and "no infor- mation". Of the companies indicating "yes", 94.7% are firms employing over 1000 persons.

Domestic travel

54.2% reported that their company supported programs involving domes- tic travel — with Hawaii (25.4%), Las Vegas (16.9%) and Florida (12.7%) topping the list of the three most popular single travel destina- tions.

Foreign travel

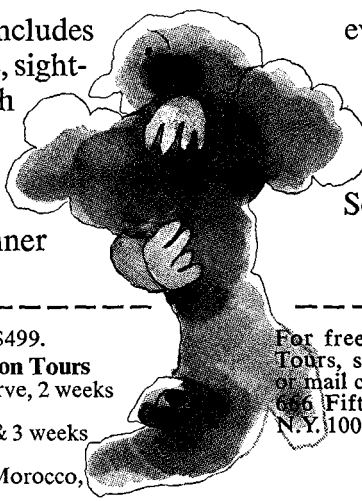
On the other hand, 43.5% reported that their company provided trips to foreign countries — Europe being the single best-seller (24.6%) followed by Jamaica (19.6%), Bermuda (12.3%) and South America (11.0%). The latter three areas taken collectively account for 42.2% of the total foreign travel programs — perhaps a significant trend?

Not surprising perhaps is the fact that the largest firms — those with over 10,000 employees — accounted for the majority of domestic travel (62.0%) programs and foreign travel (68.5%) programs. ■

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Naples, Pompeii,
Sorrento, Siena, Pisa
and Genoa.



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NIRA NEWSLETTER

29th NIRA Conference Set for May 23-26

The "Mile High City" of Denver has been buzzing lately with the activities of the eager-beaver Denver Industrial Recreation Council, as they prepare to host the 29th National Industrial Recreation Conference and Exhibit, May 23-26, 1970 at the Denver Hilton Hotel.

Chairman Alabama Glass, Computer Sharing Service, Denver, Colorado, with a Western theme, is set to kick-off festivities Saturday, May 23, at 2:00 P.M. with a Welcome by the Governor and Mayor of Denver.

The lobby floor Exhibit Area will be officially opened by "Miss Industrial Recreation — Julia Thompson", Lockheed Employees' Recreation Association, Sunnyvale, California, at 3:00 P.M. Following concurrent Round Table discussions on Beginning and Experienced Industrial Recreation Programs, the exhibitors will be host to a gala Western Hoe-Down featuring Denver's famed Square Dance Clubs.

A solid, jam-packed four day program will culminate late Tuesday, May 26, following a tour of the Air Force Academy and a Chuckwagon Supper at the Flying W. Ranch. Ye all plan to come — hear!



Members of the Denver National Conference and Exhibit Committee shown above are (l. to r.) Brett Cranfield, Sales Manager, Hilton Hotel; Howard Bunch, First National Bank, Denver; Alabama Glass, Computer Sharing Service; Don Neer, Executive Director, NIRA; George Schmeidel, General Dynamics; Cliff Barnes, Gardner Denver Co.

Record Bridge Tournament Participation Expected in '70

The Eighth Annual N.I.R.A. Duplicate Contract Bridge Tournament will be conducted during March and April of this year. Games will be held in N.I.R.A. member-companies' facilities across the U.S. and Canada.

Tournament organizers expect a record attendance in 1970, with the winners receiving a 13-day Travel With Goren Caribbean Bridge Cruise and the runners-up enjoying a domestic vacation package. Other attractive awards will be given also. Scores of participants in local games will be compared on a per-

centage basis to determine the winner.

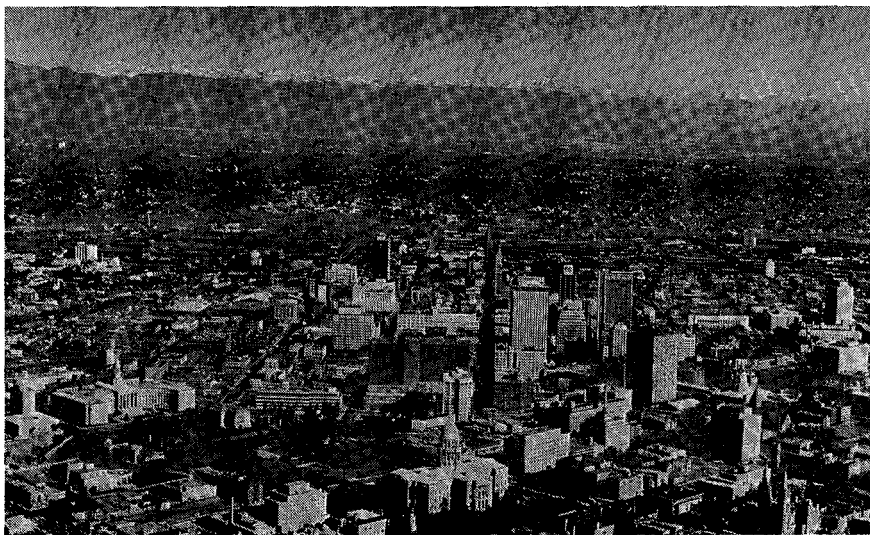
Recreation Directors of N.I.R.A. member-companies are asked to promote this event and give employees the opportunity to play.

For further details, contact Ralph Hord, Tournament Chairman, McDonnell-Douglas Corp., P.O. Box 516, St. Louis, Mo. 63166.

1970 Rifle & Pistol Postal Matches Set Up

The popular NIRA-NRA Rifle & Pistol Matches are again being set up for another season of competition. Employees have the choice of firing with air or .22 caliber rifles and pistols—both on an individual and team basis. This is an annual event co-sponsored by NIRA and the National Rifle Association of America as another means of offering an interesting recreational activity to industrial employees.

Ed Bruno, 3M Company, St. Paul, National Chairman, announced that programs, containing all the specifics, are being mailed out from the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago, Illinois 60606. The programs contain entry forms that must be completed and sent to the National Rifle Association who, in turn, will send the necessary registered tar-



The Denver skyline with Pike's Peak in the background awaits NIRA delegates to the 29th National Conference and Exhibit May 23 through 26, 1970.

and official firing reports to those
red. Entries can be made at any
providing the targets are fired and
turned to NRA by May 1, 1970.
Final results will be announced at
29th National Industrial Recrea-
Conference and Exhibit at Denver,
Colorado, May 23-26, 1970.

Team Matches Changed

Those individuals who participate
in this Postal should take special
note of the fact that the air rifle and
pistol team matches have been
changed. The rifle team match used to
be 10 shots each in the prone and stand-
ing positions at 25 feet for each of the
team members. The new course of
fire is 20 shots standing at 33 feet (10
shots) for each team member. The air
rifle team match stays the same at 20
shots slow fire for each team member—
with the exception of extending the dis-
tance from 25 to 33 feet. Both events
entail the use of new International
Union type targets.

It is surmised that there are ques-
tions by many "old timers" as to why a
change was made. First of all, the tar-
gets are much smaller and the distance
greater which makes it a tougher match
than before. In fact, it is now similar to
what is being fired in precision air rifle
and precision air pistol competition for
National and International honors. The
change was two-fold—the quality of air
rifles has developed to such a point
that accuracy is outstanding, and match
results of recent years clearly show that
exact scores will soon be needed in or-
der to place in the awards list. A small-
er target, longer distance, and shooting
in the standing position, should re-
verse this trend.

It was decided to change only the
team events this year to see what the re-
sult will be. If it proves to be not
accepted but popular with the
shooters, thought will be given to
changing the individual matches to the
new course of fire.

The individual match courses of fire
are 10 shots prone and 10 shots stand-
ing at 25 feet for the air rifle and 20
shots slow fire at 25 feet for the air pis-
tol.

In .22 caliber competition there are
four matches—two individual and
two team. The course of fire is the same
with the air gun with the exception
of the distance of 50 feet for all events
and targets.

If you have not received a program,
write to NIRA or the National Rifle As-

sociation, Competitions, Training &
Facilities Division, 1600 Rhode Island
Avenue, N.W., Washington, D.C.
20036.

AROUND THE CIRCUIT

Len Synkowicz was elected presi-
dent of the Scovill (Waterbury,
Conn.) Employee Recreation Asso-
ciation at the association's annual
membership meeting held recently.

Members of Kaiser Recreation Rock
Club (Fontana, Calif.) participated
in a 12-state gigantic litter cleanup
campaign held October 10-12. The
event was spearheaded by the Cali-
fornia Outdoor Recreation League
Inc. Nine major recreation areas in
California alone benefited from the
project.

The final results for the third an-
nual Johnson Wax Global Golf
Tournament held in September in
17 countries around the world and in

15 different United States, are now
all in and tabulated.

According to Bill Hogan, Tourna-
ment Chairman, a record number of
472 participated this year: 190 from
Racine, 73 from U.S. Field, 181 from
International and 28 from the Wom-
en's Division, including 13 from
Racine and 15 from International.

Germane Suchla, Racine Chemist, has
been declared the overall low net win-
ner with a score of 55. He receives as
prizes a traditional Global Golf blazer,
a watch and a trophy.

Clarence Gray is the overall low gross
winner with his score of 70. As prizes,
he receives a blazer and tie clasp.

Gloria Stokes, Racine Secretary is the
overall low net winner for the women
with her score of 60. She receives a golf
ensemble, wrist watch and a trophy.

For the first time in the three-year
history of the tournament, the three top
winners were from one division (Ra-
cine). In 1967, the U.S. Field and In-

continued on page 27

NIRA's 1970 TOURNAMENT SCHEDULE

Event	Deadline for Entries	National Finals — Date
Bridge	April 30, 1970	St. Louis, Missouri To be announced
Rifle	May 1, 1970	Postal - Conference
Pistol	May 1, 1970	Postal - Conference
333-Air Rifle	May 1, 1970	Postal - Conference
Bowling - Men's	April 1, 1970	Ashland, Ohio Faultless Rubber Co. April 24-26, 1970
Bowling - Women's	April 1, 1970	Ashland, Ohio Faultless Rubber Co. April 24-26, 1970
Helm's (Certificate of Excellence)	April 25, 1970	Postal - Conference
Golf (4 man team) 36 holes - Mayfair CC	August 8, 1970	August 22-23, 1970
Trap Host: Middletown Sportsmen's Club, Armco Steel Co.	September 10 1970	Middletown, Ohio Sept. 13, 1970
Skeet (Program dropped because of lack of interest and participation.)		
Basketball	Invitational	Akron, Ohio
*Dates and number of teams for 1970 tourna- ment (Dec. 6 & 7, 1969) to be announced by Goodyear Tire and Rubber Co.		

*Entry forms and rules will be mailed to all members in advance of
tournaments. If you fail to receive your forms please write: NIRA, 20
North Wacker Dr., Chicago, Illinois 60606.

“Sneak Preview” — 21st Western Conference Program

This is the 21st Industrial Recreation Conference and Exhibit held west of the Rockies. Approximately two hundred of the Nation's leading recreation directors from Industry, Municipalities and Military Bases west of Denver and from Seattle to San Diego, will be present.

Sponsoring this Conference, along with N.I.R.A. is the San Diego Industrial Recreation Council.

Thursday — March 5, 1970

Set up N.I.R.A. Office

Friday — March 6, 1970

Noon to 5:00 P.M.

REGISTRATION

9:00 A.M. — Noon

Golf Tournament

Chairman — Del Demmitt, General Dynamics/Convair, San Diego

3:00 P.M. — 3:15 P.M.

WELCOME SESSION

Chairman — Ellis Rhodes, IRC Pres.
Solar, San Diego

3:30 P.M. — 4:00 P.M.

Grand Opening of Exhibits

4:00 P.M. — 5:00 P.M.

Wives Program — Welcome Meeting
Chairman: Marge Neil, Mesa Vista Hospital

4:00 P.M. — 5:00 P.M.

Industrial Recreation Council President's Panel
Chairman — Ken Wattenberger
Lockheed LERC, Burbank, California

Las Vegas — Fred Martin, City Hall

Oakland — Taka Anne Haramaki

Phoenix — Mike Finley

San Diego — Ellis Rhodes, Solar

Burbank — Ellie Aggas, Zero Manufacturing Company

6:00 P.M. — 7:00 P.M.

WELCOME RECEPTION

Chairman — George Schmiedel

Evening

OPEN

Saturday — March 7, 1970

9:00 A.M. — 5:00 P.M.

REGISTRATION

9:00 A.M. — 5:00 P.M.

Exhibits

9:00 A.M. — 5:00 P.M.

Continental Breakfast

9:45 A.M. — 11:30 A.M.

Industrial Recreation Quiz & Brainstorming Session
Moderator — Don L. Neer, Executive Director
N.I.R.A.

Panel:

Art Conrad, Flick-Reedy Corporation, Bensenville, Ill.

Herb Naish, General Dynamics, Pomona Div., Pomona California

A. Murray Dick, N.I.R.A. President, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada

Mike Varanese, Lockheed Employees Recreation Club, Burbank

Chuck Placek, Motorola, Inc., Scottsdale, Arizona
Gary McCormick, The Salt River Project, Phoenix, Arizona

Stan Locke, Jet Propulsion Laboratory, Pasadena, California

Ken Kellough, North American Rockwell Corporation, El Segundo

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A.M. — Noon
 Eric Del Coronado Tour — Wives Program

A.M. — Noon
 VISIT EXHIBITS

P.M. — 5:00 P.M.
 s Program — Tour "Old Town"

1 — 2:00 P.M.
 ION VII LUNCHEON
 man — George Schmiedel
 ral Dynamics/Convair, San Diego
 ductions — Conference Committee
 Awards

oter — Top Management Speaks
 Robert Smith — Public Relations Director

P.M. — 2:30 P.M.
 VISIT EXHIBITS

P.M. — 3:30 P.M.
 DENT SESSION (Today's Youth Goals —
 ecreation)
 rman — John Butler, San Diego State
 ollege

erator — Patricia A. Delaney, California
 ate College

P.M. — 4:30 P.M.
 BLEM CLINICS
 rman — Ken Leonard
 rance (to be announced)
 el — Ken Leonard, LERC, Sunnyvale, Cali-
 rnia

P.M. — 5:00 P.M.

VISIT EXHIBITS

6:00 P.M. — 7:00 P.M.

Cocktails (President's Reception)

7:15 P.M.

Mickey Finn's — America's No. 1 Speakeasy

Buses leave at 7:15 P.M.

Buses return — 10:30 P.M. & 11:00 P.M.

Sunday — March 8, 1970

8:30 A.M.

Church of your choice.

9:30 A.M. — 10:30 A.M.

EXHIBIT HALL FINALE

10:45 A.M. — 12:30 P.M.

PRESIDENT'S BRUNCH

Chairman — Gary McCormick

Salt River Project, Pera Club

Phoenix, Arizona

Introductions — Region VII Officers

Remarks

N.I.R.A. President — A. Murray Dick

Dominion Foundry and Steel Ltd., Hamilton,

Ontario, Canada

Keynoter — Jack Murphy, Sports Editor

San Diego Union

1:00 P.M.

1971 CONFERENCE COMMITTEE MEETING

Chairman — Gary McCormick

2:00 P.M.

CHECK OUT

Continued from page 25

ditional Divisions had the winners;
 year all the divisions were repre-

IRCUIT...

ne last private flying club operat-
 from International Airport in Los
 Angeles is the AiResearch Flying
 Club of The Garrett Corporation.
 Founded in 1946, the club is believed
 to be the oldest non-profit flying or-
 ganization on the West Coast.
 Airplanes owned by the club in-
 clude two Cessna 172's and one Cess-
 na 441. These are equipped with dual
 controls and full blind flight panels for
 weather capability.
 Membership is currently at full
 capacity. But, as members acquire
 their own airplanes, or drop out of the
 club for other reasons, openings be-
 come available.
 Over the years approximately 30
 members have earned their private fly-

ing licenses through the AiResearch
 Club.

Most of the members are in the
 club for the purpose of learning to fly
 or to participate in club "fly-ins."
 Two recent meeting places, for exam-
 ple, were Bermuda Dunes and Santa
 Inez. Occasionally members are
 prompted to more spectacular feats,
 such as formation flying or long dis-
 tance hurdles. There was one member
 and his wife who flew their plane
 eight miles north of the Arctic Circle.

The ancient game of "tejo" is be-
 ing revived by employees at Sandia
 Laboratories, Albuquerque, New
 Mex. During every break, devotees
 of the game can be found in a spe-
 cific area cheering their teammates or
 deriding their opponents.

Tejo is sort of a cross between
 pitching pennies and horseshoes. Each
 player has two round metal washers,
 two inches in diameter. The object of
 the game is to pitch the tejo into a
 three-inch hole at the opposite end

of a 50-foot court. If a player tosses
 the tejo into the hole, he gets four
 points. The tejo closest to the hole
 is worth one point. Twelve points is
 game.

No one is sure where the game of
 tejo originated.



Flick Reedy Corporation, Bensenville, Illinois
 was host to NIRA's Region III, one-day recrea-
 tion workshop held in November.

Participants in a pre-luncheon discussion are:
 (l. to r.) Don L. Neer, Executive Director, NIRA;
 Frank Flick, president, Flick-Reedy Corporation,
 Bensenville, Ill.; Patrick Feely, The Falk Corp.,
 Milwaukee, Wis.; Dick Wilsman, S. C. Johnson
 & Sons, Inc., Racine, Wis.

NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606. Refer to product by number.**

Ski Boggan For Fun



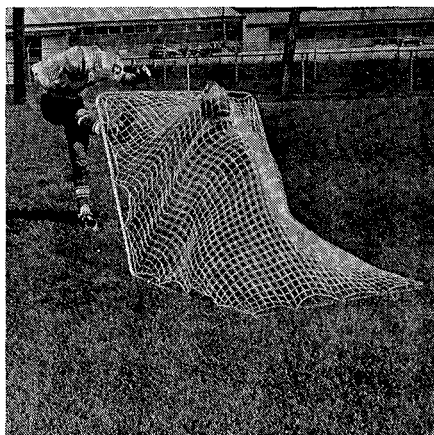
Unsinkable water sports equipment is winning family approval with the introduction of new ideas for fun and relaxation. The newest is the Formex Ski Boggan which fills the desires for a loping ride across the waves or a high speed, spray throwing trip. The Ski Boggan, 4 ft. wide, is molded of buoyant polystyrene foam and is reinforced with aluminum tubing with provision for tying to power boat as well as side hand holds. The underside is contoured to reduce friction and prevent diving. The top side area for sitting or standing is carpeted for safety and comfort. The Ski Boggan weighs less than 20 lbs.

Write for information on No. 103

Kicking Cage

Designed by former Rams running back Fred Gehrke, the kicking cage is the ideal device for sideline warm-up. Now the kicker can loosen up, warm-up and get his timing by actually kicking ten or fifteen times within minutes before a field goal attempt, instead of merely stretching his kicking leg. The cage is easily and quickly assembled, stores in a light case and can be carried easily along with other gear. It can be set up almost anywhere space is limited, outdoors or indoors. Constructed of nylon netting and rigid tubular metal frame the cage has a 46 inch by 46 inch opening, tapered back.

Write for information on No. 102.



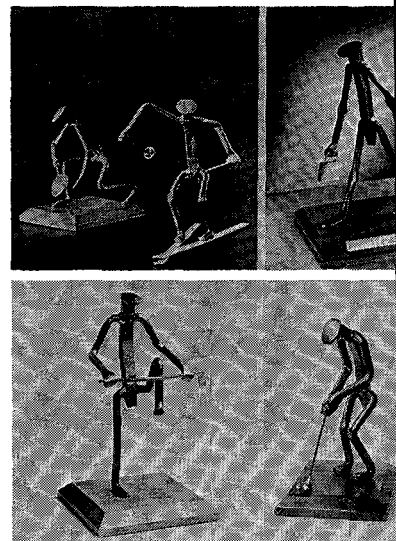
Power Sweeper Line

American-Lincoln div. of The & Fetzer Co., announced 9 new models in their A-L Wilshire 1500 S industrial power sweeper line. All are equipped with hydrostatic transmission and some models have a larger, 2 engine. Hydrostatic transmission provides single foot pedal operation traveling forward and reverse. The main broom rotates at a fixed RPM at any travel speed. Other features include built-in dynamic braking and immediate response to directional change. There are two main broom widths in the Series-36 and 48 inch. Each broom is 12 inches in diameter. According to the manufacturer, only filtered air is drawn through unit and exhausted through sweeper.

Write for information on No. 101.

Mr. Spike

Today's most talked about gift, Mr. Spike is a novelty. A real conversation piece. Thought provoking art piece. Serves no purpose except to amuse. Bodily shaped like authentic railroad spike.



formed of metal and painted black. 12 inches high. A complete prize catalog of trophies, loware, jewelry, etc., is available from the Edwin W. Lane Co. Shown are Mr. Tennis, Mr. Skier, Mr. Commuter, Sorehead and Mr. Putter.

Write for information on No. 100.

Give your Employees a lift

in Sun-Shure

ST. Pete

Add sun power to your group vacations. With miles and miles of white sand beaches...tropically warm Gulf waters to loll, fish, or ski in...championship golf courses...361 days of sunshine...plenty of the good life where vacationing is never a wash-out. Only the best of everything is good enough for **YOUR** employees.

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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

Personalities

BASKETBALL LOST ONE of its devoted disciples with the passing of "Mr. Basketball" on June 23, 1969. Known to coaches all over the world as "Mr. Basketball", had spent almost half a century as Converse Rubber Company's goodwill ambassador. Chuck played professional basketball several years before joining the Converse organization. He established one of the first clinics for basketball at North Carolina State in 1922 and for more than thirty years had dedicated himself to promoting better sportsmanship in basketball and developing player-coach interest in the game through clinics. He will be missed by his many friends in the world of recreation.

MRS. RICHARD M. NIXON recommended bowling as a family sport and accepting a lifetime membership in the Woman's International Bowling Congress. The First Lady demonstrated her grip on a new bowling ball, a gift from the President, as



she talked with reporters on the presidential bowling lanes in the Executive Office Building. Mrs. Alberta Crowe, WIBC President, made the presentation to Mrs. Nixon.

EARL M. ZACHARY, Manager-up and Commercial, Travel Sales of American Express Office, New York City, visited the EXPO '70 site in Osaka, Japan during the recent American Ex-

press Travel Division Managers Conference. He is shown receiving his EXPO pin from the Fair guide.



DENNIS A. VINTON, former superintendent of recreation of the Indianapolis Metropolitan Park Department has been named coordinator of Project Man's Environment of the American Association for Health, Physical Education, and Recreation.

... Travel

A NEW MONTHLY magazine, which its sponsors hope will lead to more people traveling more often in the United States, made its appearance in November. Called "Discover America" it is the first news and feature magazine devoted exclusively to the U. S. travel market. The new publication is published by Travel Trade Publications in association with Discover America Travel Organizations. DATO is the Washington, D. C. based private trade association which works to get more people traveling in the United States. Subscription information may be obtained from "Discover America" magazine, 125 East 50th Street, New York, N. Y. 10022.

A RARE TRAVEL EXPERIENCE — the Great World Air Cruise of 1970 is being offered by Trans World Airlines and Donald L. Ferguson, LTD. Starting February 15, 1970, this second

annual global tour will take 84 persons on a six-week journey to 29 of the world's most distinctive and exciting locations. A specially equipped TWA Boeing 707 named the Trans World Ambassador will carry all cruise guests in first-class luxury.

AS AIR TRAFFIC and tourism keep gaining, Paris is opening eight new hotels with a total of 6,000 rooms, over the next three years. The only other new hotels to be built in Paris since the 1930s are two by Hilton International.

Continued on pg 30

How small is your company?

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DELUXE TOURS for
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NEWS ROUNDUP

FRANK A. BARTILOTTA, director of tour and travel agency sales for Pick Hotels Corporation, was luncheon host at the Pick-Congress Hotel recently to top echelon executives of Chicago's leading tour and travel agencies, railroads, air lines and other transportation companies. Above, discussing one of the new Quick Pick reservation displays which will be featured in each of Pick's 30 hotels and motor inns, are (l. to r.) Helen Nicholson, manager of Foremost Tours & Travel, Bartilotta and Pat Green, convention-sales meetings representative of Northwest Orient Airlines.



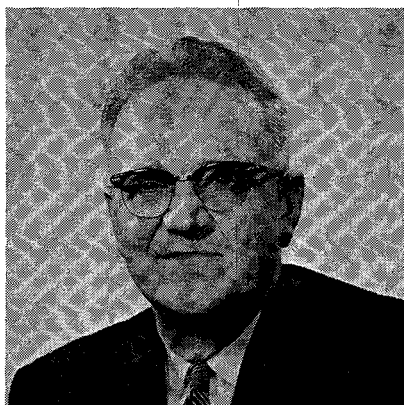
... Places and Events

ONE OF THE FINEST Tennis Centers in the southwest, the Phoenix Tennis Center, Phoenix, Arizona, was opened to the public in October. Paul A. Willey, former Canadian Davis Cup member and internationally known tennis champion will serve as tennis pro for the 16-court \$370,339 center.

THE 62nd ANNUAL American Casting Association National Tournament will be held in St. Louis. The tournament is scheduled for the third week of August with the St. Louis Fly H. Bait Casting Club as host.

A PAIR OF THE "Grand Old Men of the Mountain," Ernie Blake of Taos Ski Valley and Bob Nordhaus of Sandia Peak, both presidents of internationally-known ski organizations in New Mexico, have announced plans to conduct the world's first "Oldtimers Olympics," March 16-22, 1970. The giant slalom competition, in three classifications for men over 50, would start March 16 at Taos Ski Valley, and finish March 22 at Sandia Peak Ski Area. Invitations are going out from New Mexico Governor David F. Cargo to senior skiers throughout the world.

IN MEMORIAM



Everett J. "Red" Dietzer, former supervisor of employee relations at Guide Lamp Corporation, died unexpectedly on December 7. Dietzer had been employed by Guide Lamp Corporation for 23 years prior to his retirement in 1966.

Active in many areas of employee services and recreation, he had helped form many recreational clubs at Guide. Dietzer came to Guide Lamp in 1943 and was supervisor of employee relations from 1959 to 1966.

continued from page 5

FAMILY FUN...

easily manage on \$7.00 a day for each family member.

We found it convenient to carry our currency in travelers' checks and we took along a letter of credit for emergency purposes (your local bank can help you arrange this letter). It's a good idea to keep a log of expenses to see that you keep within your budget. There will be times when you feel like splurging, so don't travel on too narrow a margin. You can always bring your excess funds home with you.

Actually, it was not the amount of money we spent that provided the good times, but rather our own attitudes we developed on the trip. By all means take along your sense of humor because without it, a trip abroad with your family can become frantic instead of fun. And by all means, approach your new experiences with an appreciative rather than with a critical eye. If you keep these things in mind, you and your family will cherish the memories of your vacation trip in Europe.

There are more rifle and pistol ranges in the United States than golf courses. Hunters and shooters outnumber golfers by nearly three to one.

CLASSIFIED

RATES: regular type—15 cents per word
bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Assistant Commissioner of Parks—Duties: major duty of the Assistant Commissioner of Parks is to coordinate all construction maintenance within the Divisions of Parks and Boulevards & Triangles. Additional duties include assisting in the preparation of a Master Plan for the entire park system, helping the design staff prepare Development Plans, contracts and specifications. Salary \$11,520 to \$12,895. Qualifications: Degree in Landscape Architecture or related field, accredited school, plus four years experience with some supervisory experience. Contact: Michael Porter, Commissioner of Parks, Michigan Ave., Toledo, Ohio 43624. Telephone (A.C. 419) 255-1500.

Man with extensive experience in directing recreation programs, administering park recreation areas and directing athletic departments. B.S. in Physical Education. M.S. in Recreation, Indiana University. Married, two children. Salary commensurate with position. Contact: Recreation Management, Box 1000, Indianapolis, Indiana 46201.

Man 27, married, two children, BSE, 10 years extensive municipal and industrial recreation experience in administration, supervision, programming, planning and research with youth, teens, adults and senior citizens. Relocation to challenging position. Salary commensurate with qualifications. Contact: RECREATION MANAGEMENT, Box 1000, Indianapolis, Indiana 46201.

MISCELLANEOUS

Table Tennis—Be informed on the law of table tennis, approved equipment, tournament club activities etc. Have your club become affiliated with the USTTA. United States Table Tennis Association, 1031 Jackson St., St. Charles, Missouri 63301.

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The barrel was impregnated with a special glue to harden and protect it ... and then the entire bat was finished to polished perfection.

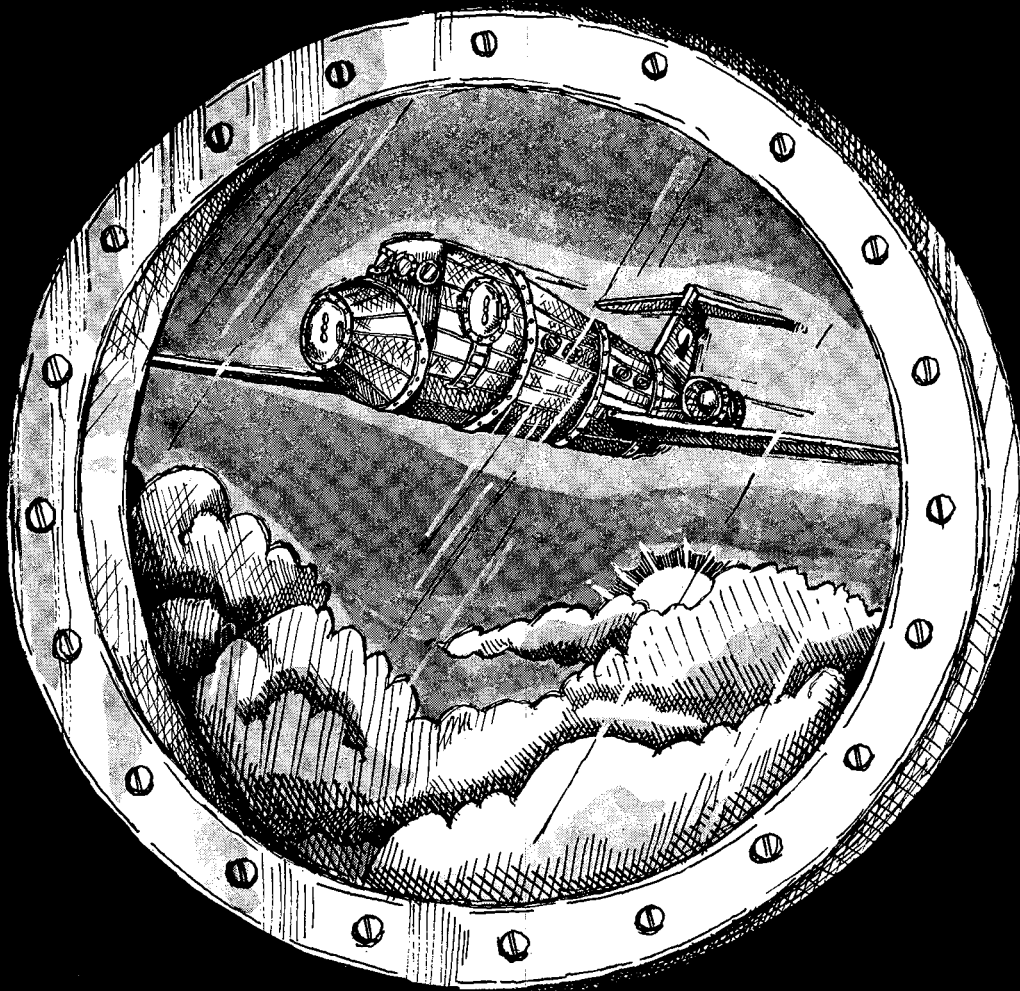
It'll hit that ball. But you just GOT to keep that trademark up. Otherwise, it'll

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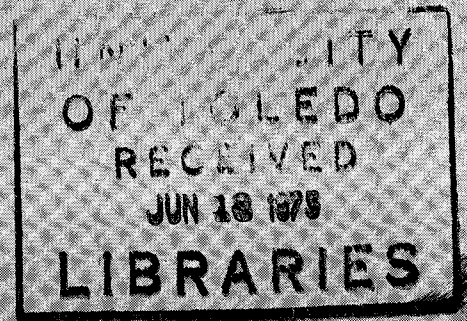
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Recreation Management

THE BILLION DOLLAR MARKET OF EMPLOYEE RECREATION

MARCH • 1970



Planning Your
Company's Golf
Tournament

Page 4

An Editorial of Vital Interest . . .

CAB CITES CARRIERS AND TRAVEL AGENTS

The Civil Aeronautics Board has been making headlines recently with its charges of charter-flight violations against five supplemental airlines and a long list of travel agents.

Of vital importance to the industrial recreation field, this controversy promises to be far-reaching in its effects and involvements.

The major alleged complaint against the carriers and agents is that individual members of the public, with no common bond except a desire to travel, were formed into groups to qualify for low charter group fares.

The CAB further claims to have uncovered evidence of illegal rebating of rates, fares and charges; of failing to state price of each flight separately; of failing to obtain full payment of charter price before the flight; of charging a different price for air transportation than stated in tariffs; and of taking over various chartering organizations, management corporations, and travel agencies without required CAB approval.

At least one of the carriers has announced that it will contest these charges, and is already calling for revision and up-dating of what it claims are out-moded, ambiguous regulations of the CAB.

Since its establishment in 1958, NIRA's Travel Council has advised and assisted Recreation Directors in understanding the legal requirements of charter travel — and it will continue to report the latest rulings.

In the meantime we know each of you will check your charter groups to make certain you are meeting all the requirements of the Civil Aeronautics Board in arranging your employee tours.

CH 1970
me 13, Number 2

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Management

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ON OUR COVER

Hitting a long one in the Lockheed employees' tournament at Spyglass Country Club on the Monterey Peninsula is executive Bob McKirihan.

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Planning Your Company Golf Tournament

The company golf tournament is fast becoming a tradition on the industrial scene — in fact, many companies are holding several "Golf Days" of sport-plus-fun each year.

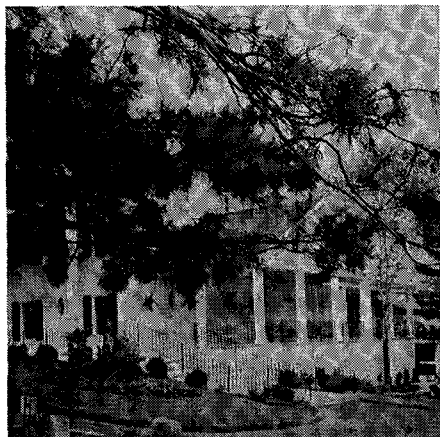
Sometimes these affairs can be deadly serious golf, involving the naming of a new company champion — sometimes they're dedicated simply to having fun and getting the "occasional golfer" involved with his fellow workers — and sometimes they're a combination of both serious sport and socializing.

Whatever the aim of a golf tournament, a better time will be had by all involved if thorough pre-planning is done in arranging the event.

First step in organizing a golf tournament is the naming of a committee and its chairman for the affair. This can be done by the Recreation Director or by the company's golf league, but membership on the tournament committee should be drawn from throughout the *entire* plant, not just a few departments.

The committee should work along with the Recreation Director on all phases of the tournament, beginning with selection of a golf course. If a company has no ties with a golf course in connection with its regular league, this decision should be made early to assure reservation of desirable dates.

Additional factors to be considered



The attractive clubhouse at Mayfair Country Club, Uniontown, Ohio — scene of the 25th NIRA Golf Tournament on August 22 and 23.

NIRA TOURNEY SET

Although it's still a good five months away, golfers are already beginning to talk about, and point toward the 25th National Industrial Championship tournament, scheduled this year on August 22 and 23 at the Mayfair Country Club in Uniontown, Ohio. In charge of arrangements for the events is Dick Wilsman of S. C. Johnson and Son, Inc.



Ray Detrick

Since its inception this tournament has attracted outstanding golfers, representing companies all over the country. One of the highlights of this silver anniversary observance of the championship will be the recognition accorded Ray Detrick, founder of the competition in 1945.

Many of the teams sent to the National Industrial Golf Championships are selected through a special, company-sponsored tournament. Every year, more and more firms hold one or more "Golf Days" during the season. To make life a little easier for the Recreation Director during the golf season, here's a special article describing some of the mechanics of operating a successful one-day golfing event.

are the location of the course and its proximity to the city, as well as facilities available, e.g., locker rooms, showers, dining room and dancing area if a party is to be held after the tournament.

Once the date is set and the course reserved, the committee will want to work closely with the club manager and professional, keeping lines of communication open. Be sure to determine, for example, exactly who will set the tee markers and pin placement.

If your tournament runs more than one day, it is recommended that placement should not be too difficult the first day, but become a little harder with each succeeding day of play.

No one will come out to a company tournament unless they know about it — so attractive publicity is one of the most important responsibilities of the tournament committee. Every form of publicity available should be used to give employees all details of the tournament — the date, place, type of competition, defending champions, etc.

Publicity about the tournament or "Golf Day" should also include sign-up

information and *firm* deadline dates.

Posters, of course, are a natural for publicizing this sort of event, and a company publication will be happy to cooperate. Some companies also distribute special fliers to each employee urging him to participate.

PRIZES IMPORTANT

A great deal of excitement is always generated by the prizes offered, and a decision about these should be reached early. In all probability, trophies will be used to recognize the top golfers in the company. A number of golfing prizes can be awarded for such things as gross score, low net, golfer with the most putts, golfer with the longest putt on a certain hole, golfer coming closest to the pin with his tee shot on a par three hole, etc.

At "Golf Day" outings, many companies see to it that each entrant goes home with a prize — not necessarily a large, impressive one, but something that will be a token of participation.

Decisions on prizes to be offered should be based, necessarily, on finances. C

company donates the majority of the and trophies awarded, but some- a small amount is added to the of the ticket to help pay for the . In the past local merchants were g to contribute prizes for the tour- at, but in many areas this has been one and the businessmen are not to participate.

any rate, make the most of your s, by publicizing them extensively e the tournament — even to the t of displaying them at the plant, at is possible.

DO PLAYS TOGETHER?

ings for the tournament can be led in a variety of ways. For an in- al "Golf Day" affair, it is some- s best to let employees set up their foursomes, or have a committee ber waiting at the first tee to pair up as they arrive.

a championship tournament, pair- should be made in a more formal perhaps on the basis of qualifying es or by a blind draw, giving each er a specific tee-off time.

any tournaments are arranged to layed by threesomes — thus giving ter flexibility in the case of last-min- withdrawals.

or a serious, championship-deter- ing tournament, the scoring routine gested by the National Golf Founda- may be followed. In this method, ecards are prepared in advance of tournament, with *one name only* on rd. Cards are arranged then, accord- to pairings, and given to the starter distribution.



One of the people responsible for a smooth-running tournament is the starter — shown here at a J. P. Seeburg Corp. tournament.

SCORING ETIQUETTE

The contestant never keeps his own score in championship play. One player keeps score for another — and when the round is completed, the scorer and contestant verify the hole-by-hole score and both sign the card. It is then turned in to the committee members at the scoreboard.

A player is held responsible for the *correctness* of his individual score — but the committee is responsible for the *addition*.

When the score is turned in, it is posted on the committee's file cards or record sheets, then on to the large scoreboard.

The day of the tournament — having

held positive thoughts about the weather firmly in mind for weeks — the committee will want to be at the course early in the morning.

After setting up the scoreboard in a convenient place, it should be roped off, and tables and chairs set up in the enclosure for working members of the committee.

Any unplayable ground or ground under repair on the golf course should be clearly marked off.

U.S.G.A. rules, as well as local ones, should be posted at the first tee.

Plenty of tees, scorecards, and ball markers should be provided.

The committee will have scheduled players far enough apart (usually eight minutes is enough), so that no undue

(Cont'd on p. 6, col. 2)



Selecting the right golf course is one of the most important jobs of the tournament committee — and the one shown above, left, was a happy choice for a recent Lockheed outing. But the view isn't always this attractive for golfers like the one at the right, shown blasting from a sand trap during a McDonnell Aircraft tournament.

San Diego Scene Of Successful Meeting

Well-deserved accolades were paid by the approximately 200 Recreation Directors who attended the Western Conference earlier this month, to Chairman George Schmiedel, General Dynamics/Convair, and his capable co-chairman, Marjore Neill, president of the Hospital Employees' Ass'n of Mesa Vista Hospital.

Adding much to the atmosphere of the three-day meeting was the charm of the historic Del Coronado where the conference was held.

Highlight of the conference was the address, "Top Management Speaks," made by keynoter Robert Smith, president of Phillips Ramsey Corp. of San Diego.

This 21st conference to be held West of the Rockies attracted leading Recreation Directors from industry, municipalities and military bases west of Denver, and from Seattle to San Diego.



Checking over their scorecards was obviously a pleasure for these Sun Oil Co. golfers.

Golf Tournament

Cont'd from p. 5

delays should arise. However, set a specific time that is allowed players between the ninth and tenth holes (ten minutes), and make sure each player knows this in advance.

Some tournament committees appoint a "Ranger" who uses a golf cart to make sure there are no "open holes" during play. He also acts as unofficial starter

for the second nine, if players delay.

Be sure an understanding is reached before the tournament about the procedure to be followed in case of a tie.

One member of the tournament committee should be designated as "Ranger Chairman" and be available at all times.

Plan in advance the ceremonies awarding trophies and prizes — make sure a photographer is there to record a memorable day for your company's golfers — and duffers — alike.

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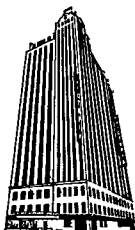
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Major Firms Will Exhibit

Although the Conference is several weeks away, many firms have already arranged for exhibit space at the National Conference in Denver, May 23-26. Those who will exhibit include:

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Northwestern Golf Company
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Rx FOR JOGGING

In almost every part of the country, it is a common sight these spring days to see someone dressed in sweatpants, turtleneck and tennis shoes, jogging along the highway.

This modern method of keeping fit has become increasingly popular, perhaps because jogging is more enjoyable than push-ups and knee-bends and all the other exercises that most men associate with army boot camp days.

CHECK-UP IS VITAL

Pacing back into good health makes sense, and the concept that vigorous exercise is good protective medicine against arteriosclerosis and heart attacks has wide acceptance today. Heart specialists point out, however, that a program of jogging should always be preceded, and maintained, by thorough medical check-ups, including an electrocardiogram.

A person who has once suffered a heart attack should never attempt a schedule of jogging without the permission of his doctor. Cardiologists are be-

AMA Advice

An editorial in a recent issue of The Journal of the American Medical Association urged thorough medical check-ups before beginning exercise programs — but pointed out that results of a cardiogram made while resting are often not reliable guides to the safety of performing strenuous exercise.

The Journal suggested, "a preliminary treadmill test with constant electrocardiographic monitoring . . . should always be performed before recommending unsupervised jogging sessions."

ginning to prescribe exercises as carefully and methodically as they do drugs. In setting up a schedule of jogging, for instance, they take into consideration the temperament of the patient, his present condition, his previous activities, his weight (or overweight) and other factors that determine a man's tolerance for exercise.

The doctor may limit the initial jogging schedule of a recuperating heart patient, for example, to a minute or two a-half in the warmth of the patient's bedroom. After ten days or two weeks he might increase the jogging schedule to three or four minutes. A few weeks later, the patient might be permitted to jog for six or seven minutes. The purpose of a schedule is to gradually, slowly increase bodily exertion.

CONSISTENCY IMPORTANT

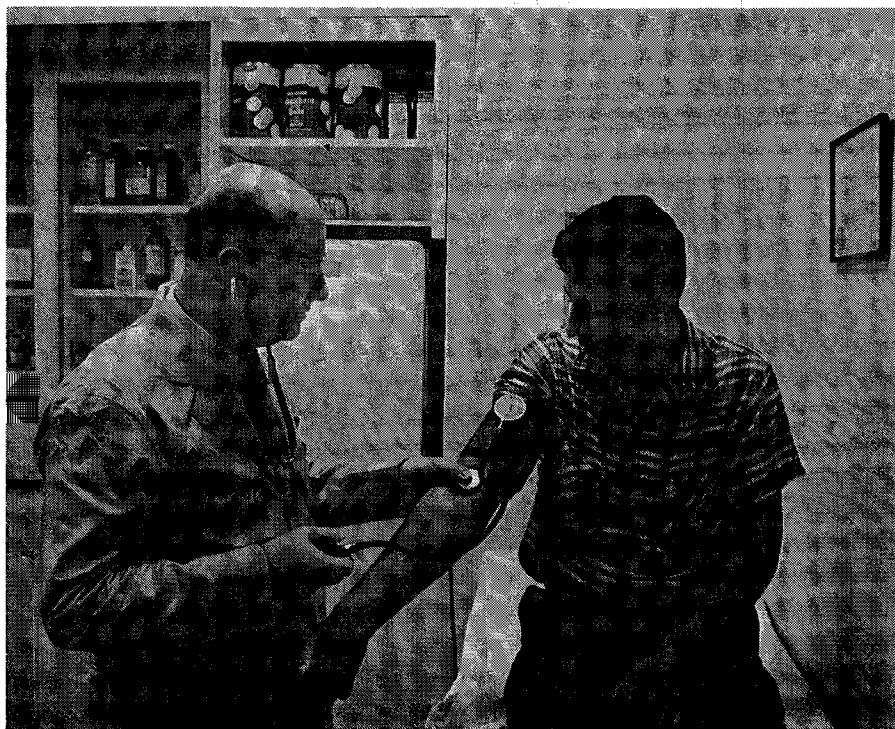
A little-by-little stepped-up schedule of jogging is just as important to the person who has never had a cardiovascular ailment. It is foolish, indeed, for anyone who has led a sedentary life suddenly to decide to go jogging for an hour. Yet there is ample proof that regular exercise can be an important factor in warding off heart disease.

Studies in Great Britain have produced strong evidence that men whose jobs require physical activity are less prone to have heart attacks than those who "sit" all day long. For example, it was found that bus drivers, sitting behind their wheels, had a higher incidence of heart attacks than conductors who were continually running up and down the stairs of the double-decker buses. Discovered, too, was the fact that the conductors were more apt to survive when stricken with an initial attack.

The same degree of difference became evident in a study among postal employees, where sedentary clerks showed a higher incidence of heart attacks than the men who walked from door to door all day long delivering the mail.

Similar studies at the University of Minnesota among railroad employees proved that clerks in "sitting" jobs had a death rate from coronary disease twice

(Continued on page 10)



The smart potential jogger gets an "all clear" from his doctor before he participates.

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ONE DOLLAR

48th Edition

JOGGING

(Continued from page 8)



Noon hour jogging is popular with employees at Sundstrand Aviation, where 85 of them participate in this five times a week program.

that of switchmen and maintenance men who were on their feet all day long.

The case for exercise as a preventive of heart attacks is based on two major lines of research:

1 — It helps to promote "collateral circulation" — develops a more extensive network of blood vessels to carry an adequate supply of blood to the heart muscle; and

2 — It helps to reduce blood cholesterol levels and speeds up the removal of blood fat.

OTHER EXERCISE

Of course, exercise can take many forms. It can be swimming, golf, tennis, bicycling, calisthenics, or just plain walking at any time of the day or evening. If you find jogging more practical, more enjoyable — by all means, jog to your heart's content. But start gradually — keep it up regularly — and always with the continuing advice and consent of your doctor!

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Miss NIRA Contest Rule

Climaxing her reign as "Miss National Industrial Recreation of 1969-70" Julia E. Thompson, Lockheed Employees Recreation Association, will hold court at the National Conference in Denver this May.

But in the royal tradition, it is time to think of naming her successor to reign as monarch for the following year.

Deadline for applicants in the 1970-71 competition will be September 15 of this year. An impartial panel of judges will make the final selection, which will be based on the candidate's ability to represent the best elements in industrial recreation.

A major factor that will be considered, along with her appearance, is her involvement in the recreation program offered by her company.

To qualify as an entrant in the contest of 1970-71, the applicant must:

1. Have been in the employ of your company for at least six months;
2. Be single;
3. Have participated in at least one Recreation Department activity — one of these must be a sport rather than a hobby or club activity;
4. Include with the nominating letter a biography of herself and information about her age, height, weight and measurements;

5. Send with the nominating letter four, unretouched photographs (8" x 10" glossies), at least one of which shows her participating in a sport;

6. Submit a \$5.00 entry fee which along with nominating letter, biography and photographs must be sent to Recreation Management, 20 N. Wacker Drive, Chicago, Ill., 60606, postmarked no later than September 15, 1970.

Further information about judging, prize awards, etc., will be published in future issues of *Recreation Management*.

FOR CIRCUS FANS

This year is the 100th anniversary of the circus in America, and commemorating this event is a nostalgic book, "The Circus in America," recently published by Country Beautiful, Waukesha, Wisc., a division of Flick-Reedy Corp.

Containing almost 300 pages of colorful prose — and equally colorful pictures and billboard poster reproductions — the book is authored by Charles Philip Fox, director of the Circus World museum in Baraboo, Wisc., and Tom Parkinson, former circus editor of the *Billboard*.

"The Circus in America" is available at leading bookstores, or from Country Beautiful Publications, 24198 West Bluemound Rd., Waukesha, Wisc. 53818.

New Members, Changes in 1970 Directory

Since the publication of the 1970 NIRA membership directory, the following names have been added to — or changed in — the membership roster.

AVCO/Aerostructures, Inc. (B), John F. Green, P. O. Box 210, Nashville, Tenn. (4)
Detroit Edison Co., (C), Chester Pellegrin, 200 Second Ave., Detroit, Mich. 48226 (3)
American Telephone & Telegraph Co.
 Eugene Miller, Michigan Bell Tel. Co., 232 West Grandriver, Detroit, Mich. 48226 (3)
Montgomery County Government (B), J. P. Gaquin, Montgomery City, Rockville, Md. 20850 (2)
Northern Natural Gas Co. (B), Robert Gaeta, 2220 Dodge St., Omaha, Neb. 68102 (6)
Phillips Petroleum Co. (B), Howard Heuston, Bartlesville, Okla. 74003 (6)
Litton Systems, Inc. (C), Robert W. Lee, 5560 Canoga Ave., Woodland Hills, Calif. 91364 (7)
Monsanto Co. (C), Reynolds Johnson, P. O. Box 1507, Pensacola, Fla. 32502 (4)
General Motors Corp.
 Kenneth Gullikson, AC Electronics Division GMC, 7929 S. Howell Ave., Milwaukee,

Wisc. 53201 (5)
 Tom Joyce, Allison Division GMC, 4700 Tenth St., Indianapolis, Ind. (3)
 Robert Dinsmore, Buick Motor Div., GM Flint, Mich. 48550 (3)
 N. W. Torgeson, United Motor Service GMC, 3044 W. Grand Blvd., Detroit, Mich. 48202 (3)
McDonnell-Douglas Astronautics Co.
 Dan Archibald, McDonnell-Douglas Astronautics Co., 3000 Ocean Park Blvd., Santa Monica, Calif. 90406 (7)
 Chester R. Glenn, Douglas Aircraft Co., 3755 Lakewood Blvd., Long Beach, Calif. 90801 (7)
 Steve Goodyear, Douglas Aircraft Co., 190th St. & Normandie Ave., Torrance, Calif. 90503 (7)
Supermarkets General Corp. (A), Alvin Rubin, 301 Blair Road, Woodbridge, New Jersey 07095 (1)
Travelpower, Inc., has changed its address. It is now 509 West Silver Spring Road, Milwaukee, Wisconsin, 53217
Abbey Victoria Hotel, New York, has a new director of sales. Her name is Claire Hogan.

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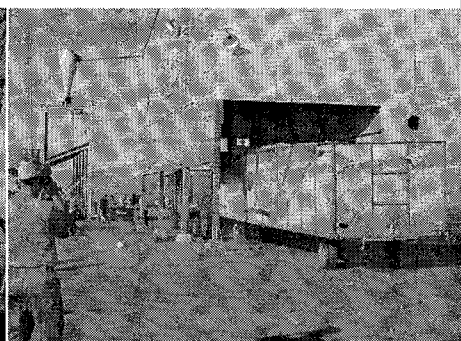
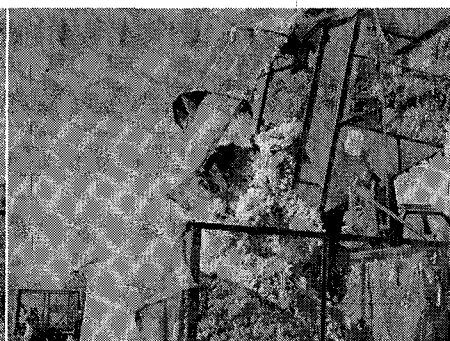
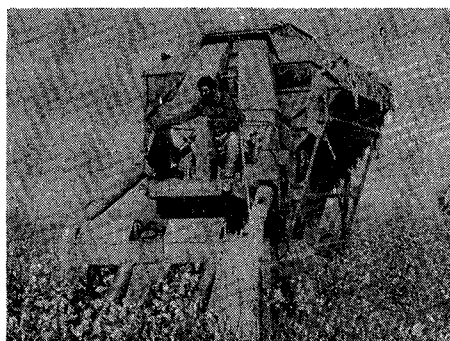
South Dakota's two outstanding conservationists, James R. Eddy, Spearfish, S.D., left, and Glenn Stephens, St. Onge, S.D., check into the Wigwam.

Goodyear Tire and Rubber Co., for many years a national leader in conservation, invited Recreation Management to cover its 22nd Annual Soil Conservation Award Program grand prize tour at the Wigwam, Litchfield Park, Arizona.

One hundred of the year's outstanding land conservationists, two from each of the 5 states, and members of the press converged on the Wigwam, Goodyear's resort at Litchfield Park, to participate in a four day schedule, including tours of the 10,000 acre Goodyear farms and the Caterpillar tractor proving grounds, plus scenic and historic Arizona sites.

The winners, selected from 3,000 soil and water conservation districts over the nation were chosen by independent judging committees of the states' agricultural leaders on the basis of planning and effectiveness of their conservation programs.

Recreation Management was especially interested in proposals to convert farm land to camping and recreational areas for recreation for industrial employees in the Seventies.

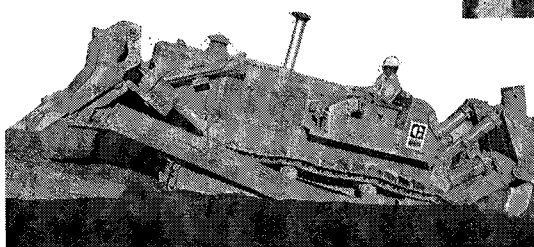


At Goodyear farms 1,628 acres of cotton are under cultivation, with average yield of 1,528 lbs. lint 4,338 bales @ .295 lb. Amazed tour winners watched the processing — from picking of cotton to baling.

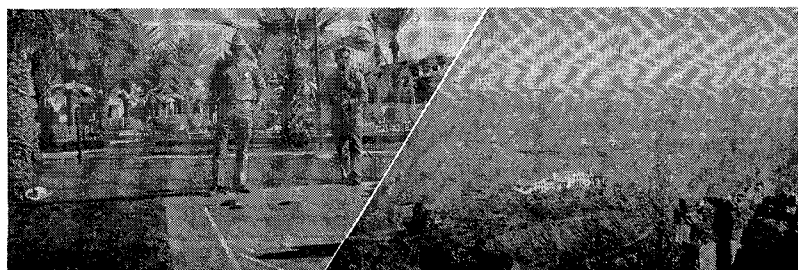
At right, Ray Oviatt, director of the Goodyear program, posed with Arizona Governor John R. Williams, right, at the outdoor steak fry at Sunset Point, overlooking Luke Air Force Base.



Below, left, the Wigwam's many recreational facilities, such as shuffleboard, appealed to the state champions during breaks in the schedule. Scenic side trips included stops at North Central Arizona sites — Sedona and the ghost city of Jerome, shown below, right — La Loma Ranch, Scottsdale and Phoenix.



Caterpillar Tractor Company put on a \$2 million display of the latest 25 pieces of equipment in a sensational hour-and-a-half demonstration at its proving grounds.



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Courtesy, BI

by Ken White
Recreation Director
North American Rockwell Corp.
Los Angeles Division



One of the newer but more successful employee clubs at the Los Angeles Division of North American Rockwell is our Hi Riders Bicycle Club, organized two years ago.

We had long felt that bicycling was a highly suitable type of activity for our employees for several reasons:

First of all, it's a family activity — one in which all ages can participate;

Secondly, although we do not stress the healthful aspects of bicycling, it is a cardio-vascular type of exercise and, as such, is highly beneficial to those who participate;

Also, costs of initiating and carrying out a bicycling program are low;

And finally, it's a sport that is highly enjoyable!

Consequently, in October of 1967, we set up an attractive display about cycling at our Recreation Department's annual Sports and Hobby Show. We

The Success Story of a Bicycle Club

showed employees various kinds of equipment, demonstrated it, distributed literature and displayed photographs of bicycling activities. Some 32 employees and members of their families indicated an interest in organizing such a club.

We invited these people to a meeting — which actually became a sales talk for bicycling — where we had set up displays and showed movies.

CLUB IS ORGANIZED

Then, an initial ride was held — a few more meetings were organized — a simple constitution and by-laws were prepared — an emblem selected — a newsletter published — and the Hi Riders were officially in business!

From the very beginning, we have attempted to minimize the formal business aspects of club operation, but we do try to maximize the actual bicycle riding activities.

In planning our rides, we schedule non-competitive touring ones, which

always have wide appeal to many people.

The Hi Riders specialize in short and medium distance rides — for beginners this means about eight miles of fairly level terrain. These, of course, appeal to the novices who may never have cycled before or who have not ridden a bicycle for a long time.

After completing one or two of these rides, our members advance through the novice stage and are ready for rides that offer more of a challenge and that will cover 15-25 miles.

Each of our outings is assigned to a "ride leader" who plans the ride, maps out the route, and leads the cyclists on the trip.

We take advantage of secondary roads with good surfaces and low traffic.

Usually our rides begin in the morning — progress to a mid-point where we will have lunch — then we return in the afternoon.

The Hi Riders Club schedules no formal business meetings as such — the

and weekend outings serve this use. The Board of Directors does with the club's advisor regularly, ever, to plan ride schedules and to ride leaders.

Periodically, special events are staged to attract new members. These activities include get-acquainted parties, slides of previous trips are shown; discussion sessions to talk bikes and cycling; and programs of films about bicycling.

The Hi Riders group participates also in special cycling events, such as the Utah Western Rally — a week-end in which all the cycling clubs on the West Coast get together.

A few of our advanced riders have taken part in the League of American Wheelmen Century ride of 100 miles, which is covered in ten hours; and in the Los Angeles Wheelmen Double Century run of 200 miles to be ridden in 24 hours.

Publicity plays a vital part in organizing and keeping in touch with cyclists. The Hi Riders Club publishes a bulletin, *The Pedaler*, every two months, and distributes it to all members, potential members and to other local clubs.

The Pedaler contains complete ride schedules and other planned outings, events, comments on past rides, and miscellaneous items about cycling.

HOUSE ORGAN

Our company publication, *The Skyline*, has a section devoted to recreational activities which is used from time to time to publicize our club rides and special events.

Our club president corresponds and exchanges bulletins with club members in other parts of this country and in Europe. This, incidentally, has led to a very favorable article on the Hi Riders in a British cycling magazine.

The broadest publicity we receive, however, is during North American Wheelmen's annual Sports and Hobby Show. We always try to have an attractive display where we distribute literature on bicycles and cycling to interested spectators. More than 15,000 people attend this show each year.

If your Recreation Department is considering organizing a bicycle club, you'll find that most cyclists who already belong to a club are willing to help you



The Pera bicycle Club of Salt River Project obviously appeals to entire families.

get started. Also, there are several organizations that will assist you.

One of these is the Bicycle Institute of America (BIA) — an organization of bicycle manufacturers that maintains a library of 16 mm. color films and publishes free literature on many aspects of cycling.

FREE LITERATURE

BIA also publishes a helpful booklet, "Bicycle Riding Clubs," containing step-by-step procedures about how to organize a club — and has available a kit of literature about making arrangements for a bicycle holiday. These last two items are available at no cost from R. N. Cleckner, Field Director, BIA, 3812

North Lowell Ave., Chicago, Ill. 60641.

The American Youth Hostel, 20 West 17th Street, New York, N. Y., 10011, is another source of films and cycling information.

The League of American Wheelmen, a national organization of bicyclists, publishes a great deal of data of interest to new clubs. Their address is League of American Wheelmen, 5118 Foster Ave., Chicago, Ill., 60630, and they have local clubs in many locations across the country.

It's a thrilling experience traveling down a scenic country road with your fellow cyclists — one that we heartily recommend to all.

Good luck — and "may the wind always be at your back!"



A good cyclist always checks over his equipment before taking off.

Courtesy, BIA

NIRA NEWSLETTER

Honaker Announces AROUND Bowling Tournament THE CIRCUIT

Ashland, Ohio, will be the scene of NIRA's 23rd annual Bowling Tournament April 24-26, with men's events held at King Lanes, and women bowling at Luray Lanes.

Beginning at 6:30 p.m. Friday, April 24, bowlers will be competing for handsome trophies, plus several special prizes. King and Luray Lanes, for example, will present a wrist watch to each bowler who records the high actual four games total on each shift in the team event. Additionally, Faultless Rubber Co. will present a dozen F100 golf balls to each bowler who records the high actual game of each shift in the team event.



Howard Honaker

Estimated first prize for men, based on 200 entries, is \$1,000 — for women, based on 50 entries \$300. At this time, more than 100 entries have already been submitted.

Co-sponsor of the 1970 tournament, along with NIRA, is the Faultless Rubber Co., Consumer Products Division, Abbott Laboratories. The tournament is sanctioned by ABC and WIBC.

Chairman of this year's tournament is Howard Honaker, Recreation Director of Faultless Rubber Co., who predicts registration at the 1970 tournament will exceed last year's record 210 entries.

As Honaker explained, "We already have entries from as far away as North Carolina, New York, and Oklahoma — and it looks as if we'll have an outstanding tournament!"

Plans are now being completed for the third annual Employee Recreation Seminar which will be held at the University of Minnesota on April 16 and 17.

NIRA members from Regions 5 and 3 will be attending this conference at the Nolte Center for Continuing Education, where among the topics to be discussed will be company morale and loyalty, plus recruitment and retention of employees.

Currently a survey of Recreation Directors is being conducted in these Regions, and the results will be made public at the seminar by Gordon L. Starr, assistant professor, Department of Recreation and Park Administration.

One of the highlights of the conference will be a tour of the new employee park complex of the 3M Company.

The Long Island Industrial Recreation Association held an executive breakfast meeting on February 24 for members and their bosses. Special guest at the affair was A. Murray Dick, president of NIRA.

Don Neer, NIRA's executive director, addressed the group on the topic, "Why Organized Recreation for Employees."

... WHO'S NEW?

... William B. DeCarlo has been named manager of recreation services for the Business Products Group of



Xerox Corp. A graduate of the State University of New York at Cortland, he earned a master's degree from the University of Illinois. Bill is past president of the Maryland Parks and Recreation Society and currently serves as vice president of the N. Y. State Parks and Recreation Society.

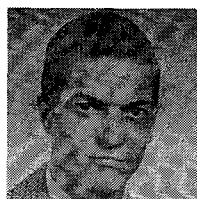
... S. C. Johnson & Son, Inc., a new Recreation Program Coordinator.



He is R. Hornish, joins the firm after and one-half years at Cuyahoga Falls, Ohio,

City Recreation Director. His educational background includes a B.S. degree in Recreation from the University of Oregon — an M.S. degree in Recreation Administration from Indiana University.

... Recreation Director of Kohler Co.



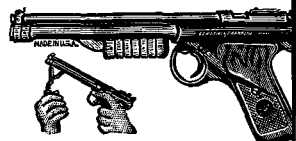
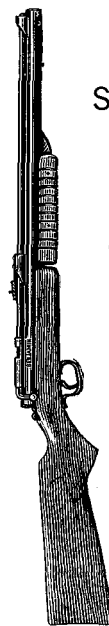
Wisconsin is Jack Jarvis, a former employee of Kohler's industrial engineering department.

1966 graduate of Carroll College, Jack received a bachelor's degree in psychology and sociology — earned five athletic "letters."

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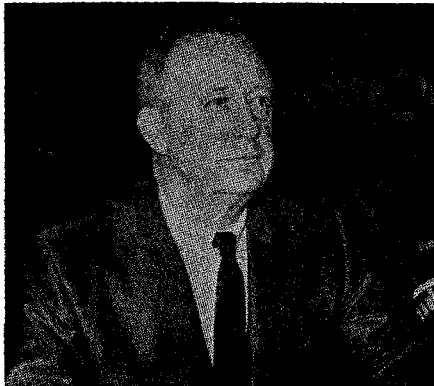
NEWS ROUNDUP

FROM THE WORLD OF RECREATION

Franklin Orth, 1907 — 1970

NIRA members will be saddened to hear of the death of Franklin L. Orth, executive vice president of the National Rifle Association, on January 4.

Mr. Orth served his country during World War II with the unit known as "Merrill's Marauders." After his discharge as a Colonel in 1946, he acted



as legal consultant to the Veterans Administration in Washington. Later he served with the Office of Price Stabilization and Bureau of Internal Revenue.

In 1954 Mr. Orth was named Deputy Assistant Secretary of the Army, a post he held until he joined NRA in 1959.

In 1964, Mr. Orth was one of the major speakers at the 23rd Annual Conference of NIRA in Cleveland, addressing the Awards Luncheon.

He worked closely with NIRA for many years in developing the sporting use of firearms, and will be missed by those of us in industrial recreation.

... PLACES & EVENTS

OWENS-ILLINOIS, Inc., and Campbell Soup Co. have won top awards in the Sports Foundation, Inc.'s, Gold Medal Awards program in water pollution control. The winners received their awards at a special breakfast on February 3 in the Palmer House in Chicago.

The Gold Medal Awards are presented annually to members of American industry who have made outstanding achievements in that field. Owens-Illinois, winner in the multi-plant division, was cited by judges for the extent and development of its company-wide water pollution control systems and for its additional improvement of reclaimed water and land for conservation and recreational use.

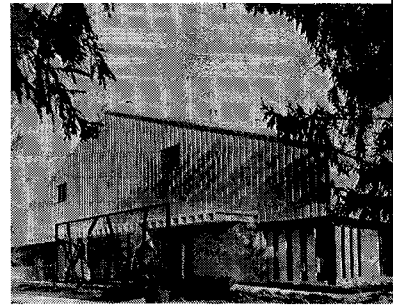
Campbell Soup Co. won in the single plant category for its development of a unique surface filtration system at its plant in Paris, Texas. The company was also commended for the extensive water and land development and reclamation program established at the plant site.

... PRODUCTS AND EQUIPMENT

THE MIDDLETOWN, OHIO, Tennis Club recently completed construction of a building that encloses three full-size tennis courts for year-round use.

The 22,000 sq. ft. structure, an Armco Metal building, has locker rooms for

men and women, sauna baths, a lounge area and a pro shop.



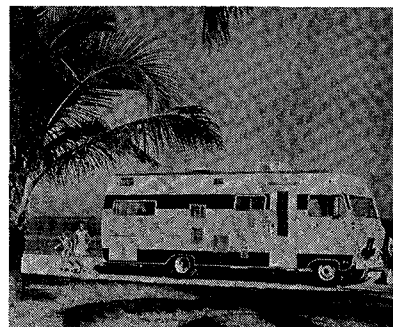
Armco building houses three tennis courts

In conjunction with the opening of the courts, the club has organized a month tennis program in this western Ohio community.

... TRENDS

A NEW TREND in vacation planning might well be established this year by recent announcements of mobile recreation facilities by two major manufacturers — Chris-Craft Industries, Inc., and Atlantic Motor Homes, Inc.

Chris-Craft is establishing a nationwide houseboat renting system. The first of these is now operating in Florida and the Virgin Islands. Others will open soon across



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country and in Europe. Each Atlantic Motor Home has a shower, carpeting and a completely equipped kitchen.

If you'd like to see Florida by car this year, a representative of Atlantic Motor Homes will meet your plane at Ft. Lauderdale and give you the keys to one of their homes-on-wheels. Completely equipped with all necessary facilities plus air conditioning, these mobile homes sleep six people.

Complete instructions are given for operation of the mobile home, in addition to a suggested seven or 14-day itinerary and campsite directory.



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Box 215—RECREATION MANAGEMENT

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Man with extensive experience in directing recreation programs, administering park and recreation areas and directing athletic departments. B. S. in Physical Education, M. S. in Recreation, Indiana University. Married, two children. Salary commensurate with position.
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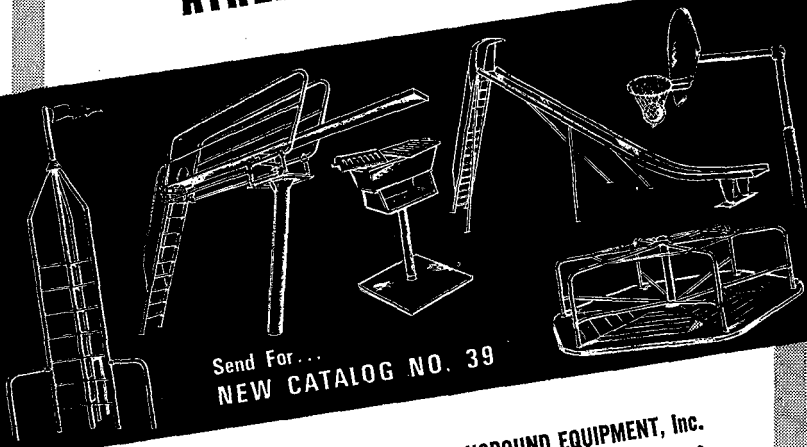


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OUR READERS WRITE

We invite you to share with us some of the correspondence that comes across our desk each month . . . and if you have something to say to our readers, send along your comments for publication in the pages.

* * *

Washington, D.

Dear Mr. Neer:

In view of recent CAB charges of charter violations . . . which can or cannot Industrial Travel Clubs do this coming year in planning tours, charters, etc.?

I should point out that the Board's regulations covering the activities have not recently been changed or modified. Therefore would envision no change in the present operation of (NIRA) members.

As you know, the Board's policy has always been to encourage charter flights by both scheduled and supplemental airlines. This consistent with the intent of Congress and the carrier's certificates public convenience and necessity.

However, I should point out that all charter flights must conform to the Federal Aviation Act and the Board's regulations, whatever they may be at the time a charter is operated.

RICHARD J. O'MELIA, Director
Bureau of Enforcement
Civil Aeronautics Board

Editor's note: For further discussion of this subject, turn to the editorial on page two of this issue of Recreation Management.

* * *

Washington, D.

Dear Mr. Neer:

I have just read your story in the December *Recreation Management* on your recent hunt in Wyoming. As a former resident of that state, it made me very envious.

I'm sure I won't be the first to tell you that there is no Medicine Bow National Park. There is a Medicine Bow National Forest, and from your description that is where you were.

National Parks (administered by the National Park Service, the Department of the Interior) and National Forests (administered by the Forest Service of the Department of Agriculture) are different in many ways. One is that hunting is not permitted in National Parks. It is permitted — under state laws — in National Forests, and Forest Service management programs are directed at enhancing in every way possible.

Yours, for more and even better hunting trips in the National Forests.

RICHARD J. COSTLEY, Director of Recreation
U.S. Dept. of Agriculture, Forest Service

Editor's note: Some people can't see the forest for the trees . . . but this is the first time we've seen a park instead of a forest. You're perfectly right, Mr. Costley, the story should have read Medicine Bow National Forest, and thanks for calling it to our attention!

Supplement to 1970 NIRA Buyers Guide

Following are supplemental names to be added to the 1970 Buyers Guide. Recreation Directors will want to cut out this page and attach it to the Guide, published in December, 1969 issue of RECREATION MANAGEMENT, they will have on hand a complete list of suppliers of recreation goods and services.

ATHLETIC APPAREL

- ERLEE CLOTHING CO.** 314 231-6121
Men's blazers.
— James A. O'Hare, 1001 Washington Ave., St. Louis, Mo. 63101
- LOUISVILLE MANUFACTURING CO., INC.** 502 778-4431
Caps, jackets, tee shirts and allied sportswear.
— Ted Heideman, v-pres., P. O. Box 1436, Louisville, Ky. 40201

ENTERTAINMENT

- THEATRICAL MANAGEMENT ASSOCIATES** 312 943-7100
Theatrical agency providing entertainment and speakers.
— Gilbert Miller, 211 E. Chicago Ave., Chicago, Ill. 60611
- THEATERS CLUB** 314 CH 1-9666
— 410 Mansion House, Suite 205, St. Louis, Mo. 63102
- THEATRE SNEYLAND** 714 533-4456
— 1313 Harbor Blvd., Anaheim, Calif.
- THEATRE EASTERN CINEMA GUILD, INC.** 415 397-0568
Stock line and special services; 16mm ed. and rec. films for rent or sale.
— Clyde Norton, Mgr., 244 Kearny St., San Francisco, Calif. 94108
- THEATRE HOLIDAY ON ICE** 212 736-9669
Special ice show performances for employee rec. groups, company parties, etc. Group rates. Promotional help available.
— Rod Kimble, 2 Pennsylvania Plaza, New York, N. Y. 10001

FACILITIES

ARCHITECTS

- HARRISON ASSOCIATES, INC.** 515 382-6516
Recreation planning consultants, landscape architects, surveys, feasibility studies, design, consulting services.
— Arthur L. Harrison, pres., Box 359, Community Airport, Nevada, Iowa 50201

RECREATION EQUIPMENT

- ALL SPORTS MANUFACTURING CO.** 402 488-0524
All sports conditioner, floor and wall models.
— Dudley Osborn, 2325 S. 38th St., Lincoln, Nebraska 68506
- RECREATIVE PLAYTHINGS** 609 448-2221
Educational toys.
— Edinburg Road, Cranbury, New Jersey 08512
- EXERCISE CYCLE** 212 YU 6-4590
Motorized exerciser.
— 630 Third Ave., New York, N. Y. 10021
- PHYSICAL FITNESS, INC.** 617 419-1300
Physical fitness building programs incorporating electronic pacing device, the ExerPacer.
— Peter von Stein, v.p., 33 Cambridge Pkwy., Cambridge, Mass. 02142
- JO. AMERICAN RECREATION CONVERTIBLES** 203 227-4370
Institutionally oriented — billiards, table tennis, shuffleboard, croquet, etc — physical fitness equipment and instruction.
— Herbert Podel, P. O. Box 668, Westport, Conn. 06880
- PHYSICAL FITNESS, INC.** 714 871-8922
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— P. O. Box 4074, Fullerton, Calif. 92634
- ROBERT HAWS CO.** 313 532-2900
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- QUINTON INSTRUMENTS** 206 284-4400
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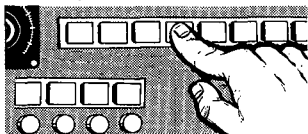
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TAMM-VOGT FLAG CO.

— 2200 Olive St., St. Louis, Mo. 63103

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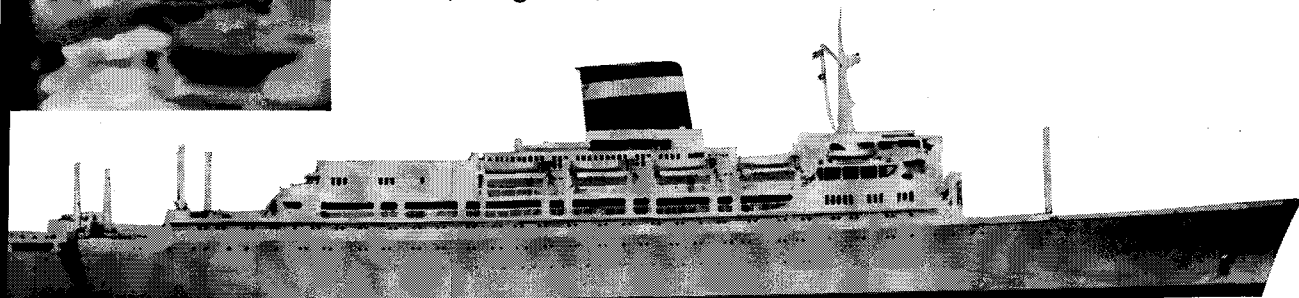
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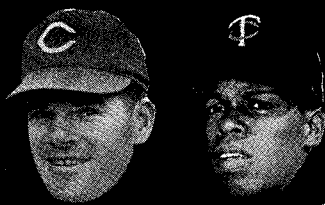
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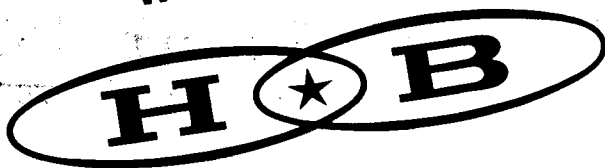




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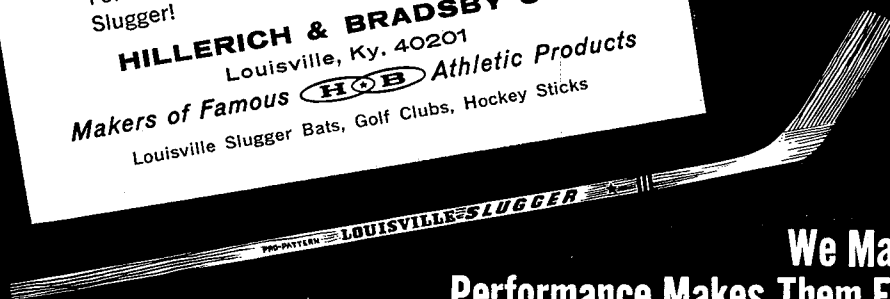
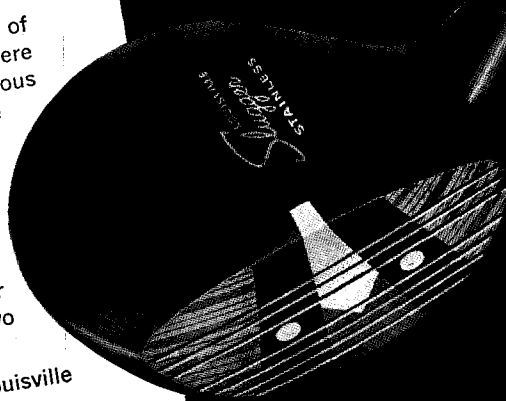
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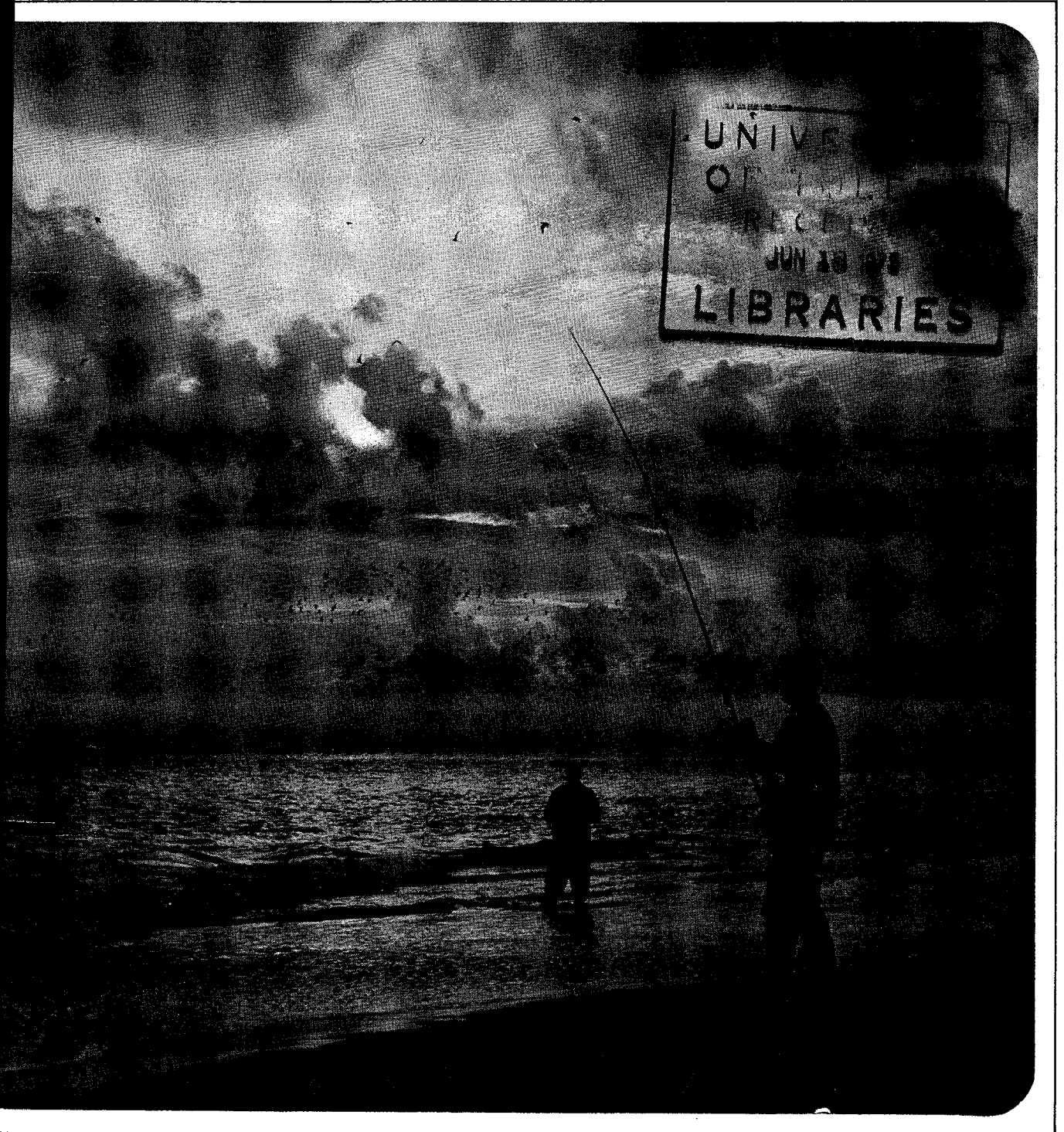


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Recreation Management

April • 1970

SERVING THE BILLION-DOLLAR MARKET OF EMPLOYEE RECREATION



Man and His Environment

by Arthur Godfrey . . . page 4

From the Red Man's Point of View . . .

'WHITE MAN CRAZY!'

Man has suddenly become aware of his environment — or lack of it — and from every side we are bombarded with horrifying statistics and frightening data about what is happening to our world.

In this issue of **Recreation Management**, we have tried to do more than "view with alarm." It has been our hope that what you read in the following pages will be constructive — will offer you, your employees, your company assistance in working toward the up-grading of our environment.

Progress, we are finding, can be a mixed blessing — perhaps it was best said many years ago by an American Indian who, when shown a picture of a deserted farmhouse in a gullied field, said:

"Picture show white man crazy. Cut down trees. Make big tepee. Plow hill, water wash. Wind blow soil. Grass gone. Door gone. Window gone. Whole place gone. Buck gone. Squaw gone. Papoose too. No chuck away. No pigs. No corn. No plow. No hay. No pony.

"Indian no plow land. Great Spirit make grass. Keep grass. Buffalo eat grass. Indian eat buffalo. Hide make tepee, make moccasin. Indian no make terrace. All time eat. No hunt job. No hitch hike. No ask relief. No shoot pig. No build dam. No give damn. Indian waste nothing. Indian no work. White man crazy!"



Recreation

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ON OUR COVER

Man living in harmony with his environment — an impossible ideal or tomorrow's reality?

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— CBS Radio

Man and His Environment

by Arthur Godfrey
CBS Radio

A relative newcomer to the ranks of pollution fighters, Arthur Godfrey has been working overtime to promote conservation of our environment. We are privileged to reprint here a portion of a speech he made recently at a UNESCO meeting in San Francisco.

"Man is the only animal who blushes — or has need to," is a bon mot attributed to Mark Twain. And he was right. We are blushing — or should be. Our faces should be scarlet with burning shame. Mine is fiery red all the time.

Why? Because I am one of those guilty millions who have systematically wrought the ecological rape of this once beautiful planet. We have so badly fouled our environment that today many are fearful that the pollution has exceeded the capacity of nature to

cleanse herself and our little spaceship, Earth, has had it.

Like everyone else, I have contributed my share of crud in my time. Cigar and cigarette butts in the streets, on the floors of public buildings, out the car window; empty packages, boxes, cans, wrappings, bottles, newspapers, magazines.

Ashes and smoke I have scattered in the breeze — poisonous, persistent pesticides on the farm — hydro-carbons from my cars and boats and airplanes

and househeating oil burners in the air and water.

Rags, old rubber tires — yes, one even left a battered heap of junk at my mobile on a side street back in 1929.

I have pumped raw sewage overboard in saltwater anchorages from my boat and, under cover of night, I have even dumped trash over the side. Yet until a few years ago, I was as big a sinner with my "people droppings" as anyone and I've often wondered why.

I don't recall being particularly dirty as a youngster. Maybe I was, but I joined the Navy at 16 and soon learned to be clean.

ANCHORS AWEIGH!

The Navy! Come to think of it, we sailors always threw everything overboard. Yet I kept the ship spic and span all right; but what a wake we must have left; raw sewage, bilge-pumpings, trash, garbage.

The Navy "made a man of me" and taught me to love the sea . . . but I also acquired a badly exaggerated estimate of her ability to absorb human pollution if indeed I ever thought about it at all.

Which is probably the way it was for me. I never thought about it at all. *Noblesse oblige* never did until recently, and many people don't think much about it even now.

I remember when the first factory was built on the Saddle River in New Jersey, not far from where I went to school. Yet I couldn't swim or fish in the river after



— U.S.D.A. photograph

Destruction of the balance of nature makes scenes such as this one all the more rare today.

because it had become polluted the factory wastes.

The kids complained about it some, but our elders didn't care. In fact, they were glad because it was one less temptation for us to play hookey from school. Besides, lots of people had jobs in that factory. Saddle River Township was thriving! This was progress!

At the time, it was just about that time that the myth was established: prosperity means progress means people — the more people the more progress — the more prosperity. Too late we have seen that it also means more pollution, more waste, more death.

That's the way it all happened, I think. Nobody ever noticed except the people upstream and the folks downstream — who sold themselves sooner or later out to progress and joined the growing economy.

Adding their own effluent to the stream, they shrugged: "What the heck, it's going out to sea. That's what rivers are for. You can't pollute the ocean — it's too big, too vast!"

We can even remember when our elders taught us that water purifies itself in a stream every few hundred feet. All we had to do was go downstream a mile or two below town, and we could drink the water the town had flushed through the toilets.

Typhoid fever played a big role in keeping the population down in those days.

Consider the urban apartment-dweller who goes out for a walk around the block with her dog for a breath of fresh air." Meekly, impassively, she steps over, around, in-between trash often through the garbage, trash and oil smears without complaint. It could be funny if it weren't so tragic but it is tragic!

CUSTOMED TO LITTER

Most of us have become so accustomed to litter and effluent, flotsam and jetsam, foul air and polluted water that we accept it nowadays as a way of life. Most young people have never known anything else!

Why do I take time to speak of garbage, litter and pollution? Let me try to explain.

I learned to fly in 1929, and since then I have accumulated some 14,000 hours in almost every kind of aircraft. I feel safe and relaxed at 500 m.p.h. in thick weather because I've been trained to believe my instruments.

I scan them constantly, looking for



— U. S. Forest Service Photo

Ah, wilderness! . . . a common sight across our country today.

small changes and making small corrections. Always, when anything goes wrong, lights come on to indicate the trouble source.

Mainly, I think it's this training that led me to look at the indicators of this planet that I love and upon which I once felt safe and secure.

As a youth, the instrument panel read normal. I loved to walk through the woods and fields and swamps, and early became steeped in woodlore.

As a young flyer, I drank in the clean vistas, the commanding view of America from spacious skies. As the years passed, I began to observe I wasn't flying from town to town anymore but from smoky spot to smoky spot on the horizon. (Smog hadn't been invented then.)

Gradually, during the last decade, smog has become a reality and an almost unbroken carpet lays over land and sea.

I remember how, years ago, I used to enjoy taking a small boat up one of the inland waterways looking for quiet coves and marshes. After a time the coves were jammed with other boats everywhere, and the marshes were filled in by developers.

I have always had a love for hunting, too. I loved the solitudes of the wilderness and the lure of fine specimens. But the environments became restricted, and the game too precious to shoot.

In a thousand ways the environmental

instrument panel began to give me information — in the color of the atmosphere far out even over the Atlantic — in the harsh jam of a crowded street — in an oil slick, however tiny, in the surf at Waikiki. But no lights came on to identify the sources for me.

TIME IS SHORT

Then I came across a marvelous book called "Moment in the Sun" by Robert and Leona Rienow who had worked together for 30 years documenting their theories with facts.

When I had finished the book, my environmental instrument panel lighted up like a Christmas tree. I knew, now, what was wrong — what was causing the trouble signs, and I began to react.

First, I tried to control my own life and get my own wings level — and then I began suggesting controls and guidelines to people everywhere.

Frankly, I'm scared because the attitude gyros have tumbled, and we're on our environmental backs. Now it's time for action and fast recovery or, my friends, we're going in!

It's time now to recognize that the only threat to civilization is civilization. It's time to use what little time is left.

It's time to use all of our brains, all of our courage, all of our resources to act — to recover.

It's time to survive — to volunteer for survival!

IT'S UP TO YOU!

Whoever you are, wherever you live, water pollution affects you because your nation's waters are polluted. Pollution is a spoiler. It is ugly, costly and insidious. It closes your beaches and prevents your youngsters from wading, swimming, boating, water-skiing, fishing and other recreation close to home.

It may jeopardize your home, factory or business and threaten your health and your neighbor's. It increases the cost of your drinking water, but decreases the value of your property. It contaminates shellfish, destroys game fish, poisons waterfowl and other wild creatures. It degrades the quality of your environment. In the future, it could adversely affect not only the quality of your environment, but the duration of your life.

WHAT CAN BE DONE?

If you care enough about the kind of world you live in — if you want enough clean, unpolluted water in the future to use in your work, your home, your recreation, it's up to *you* to do something about pollution!

There are things you can do, and there are tools with which to do them. One of the best of the pollution control tools available to you are the water quality standards the states are now setting for their rivers, streams and lakes. These standards are supposed to provide every community with water clean enough for drinking, swimming, fish-

"... But what can I do about pollution?" is the question often asked by individuals. Here is one answer — taken from the booklet, "Clean Water — It's Up to You," published by the Izaak Walton League of America. Free copies may be obtained from the League at 1326 Waukegan Road, Glenview, Illinois 60025.

ing, boating and other uses. When approved by the Secretary of the Interior, the standards become federal as well as state clean water goals.

With standards set, it would be easy to sit back contentedly, believing that the pollution control job is done — that overnight your local lake or creek will become clean enough to enjoy again for every use. Nothing could be farther from the truth. Your job is just beginning.

Water quality standards are like speed limits. They are useless unless put into practice and successfully enforced. Getting the implementation plans carried out and the goals met on time is the responsibility of individual citizens, industries, municipalities, industries and government agencies.

As a concerned and informed citizen, you can make your interest in standards known at every level. Make it clear to

your local elected officials and administrators of your local and state pollution control agencies that you want the clean water goals met — and met on time.

DON'T WORK ALONE

Join with an organized local group working for the cause of clean water (e.g., Audubon society, Izaak Walton League, local garden club, Clean Street Committee, League of Women Voters, etc.). Let your local and state pollution control agencies know of your interest and support. Find out how you can help in their efforts to get your waters clean.

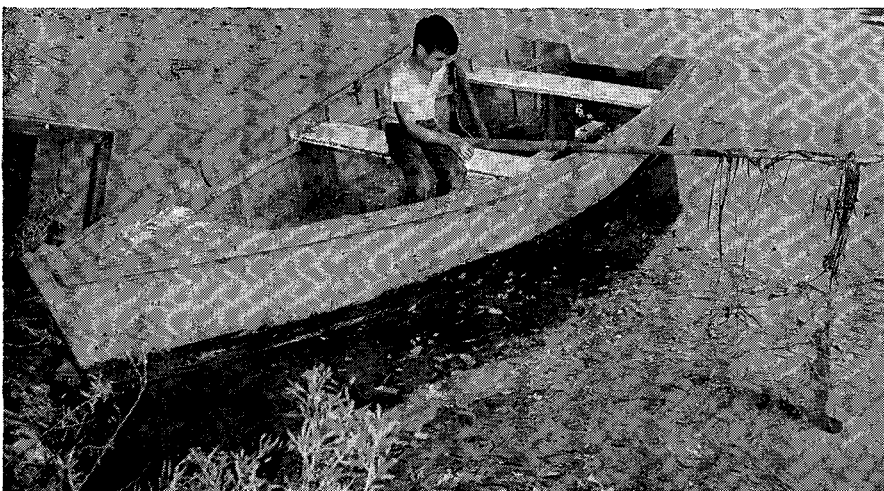
Support candidates for office who support clean waters. Make other candidates aware of and interested in the issue.

At the same time, state publicly to you know controlling pollution to meet standards is going to cost money and that you are willing to pay your share of the price. Support local and state clean water bond issues and adequate funding of state pollution control programs.

As a clean water leader, you can do much more than just make statements and pay your share of the bill. You have the right and the duty — along with your official enforcement agency — to guard your own local waters. You can

(continued on page 19, col. 1)

Which heritage for our children — a dying environment like the one at left — or the bounties of man living harmoniously with nature, reaping benefits such as those at right.



— International Paper Company

If you were a hot-shot recreation director, you and your charter group could be in Rome this summer.

If you organized a softball game this summer, you can organize a charter flight for your company's employees to Rome this summer. Or just about anywhere else in Europe, Mexico, the Caribbean.) It's not much different. You get a certain number of people who are eligible and interested. Then you give us (or your travel agent) a call. And when you fly AFA you fly a capable and professional airline, with over 31 years in the flying industry. We fly over a hundred thousand passengers a year to Northern Europe, the Mediterranean, the Caribbean, Mexico and inside the U.S. And we fly them regularly from most major cities in the U.S.

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So think it over. Will it be another softball game—or a couple weeks of throwing coins in the Fountain of Trevi, sipping an aperitif along the fashionable via Veneto, or tooling your rented Vespa along the Appian Way.

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that a trip to Rome or other places in Europe and Mexico will be as exciting as the softball outing.

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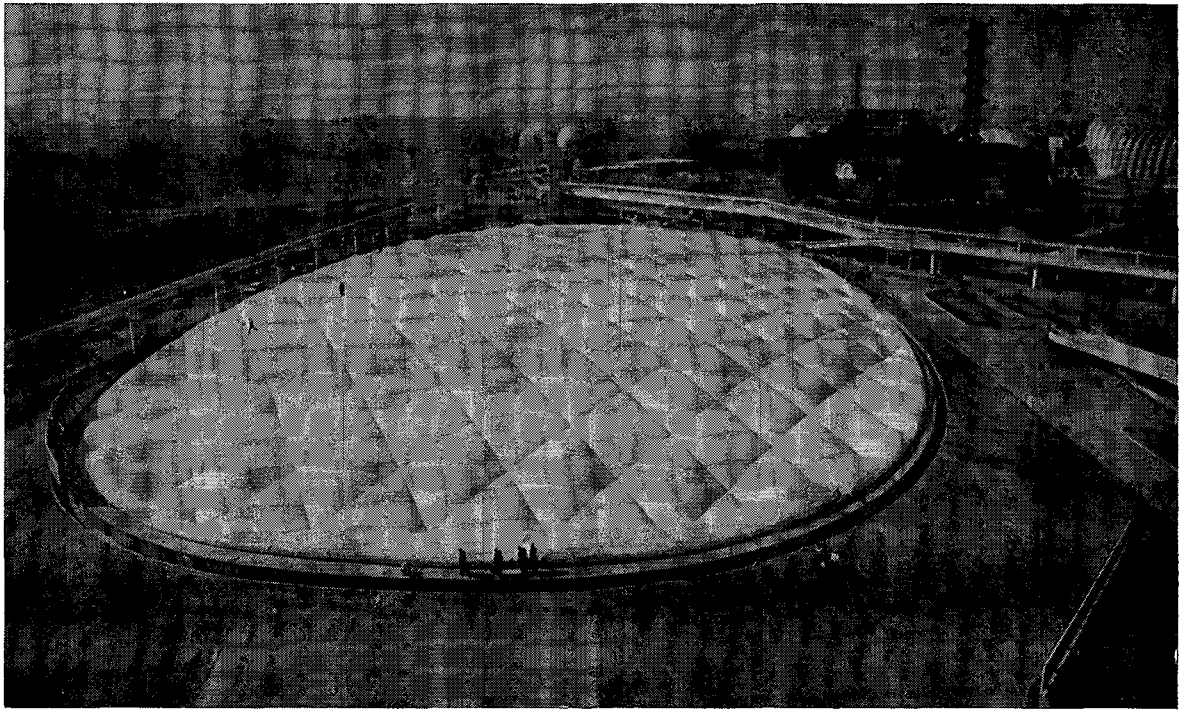
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Pavilion of the United States, shown here under construction, is considered a marvel of engineering with its air-inflated roof.

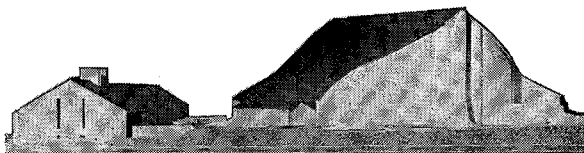
EXPLORING EXPO '70

More than fifty million visitors — many of them from the United States — are expected to pass through the gates to Expo '70 before they close on September 13.

Osaka, host city of the Exposition which officially opened March 15, is the second largest in Japan and geographically is located in the center of the country.

"Progress and Harmony for Mankind" — the theme for Expo '70 — is depicted in a variety of ways at this futuristic world festival.

Heart of the fair grounds is the Symbol Area, covered with



White walls and a bright red roof add to the "country look" of the Belgian pavilion.

the largest transparent roof in the world. This roof is supported by pillars and can be opened and closed depending on weather conditions.

This section serves as the pivotal area for the entire Exposition, and located here are the Theme Hall with a "Tower of the Sun," Expo Theatre, a shopping center stocked with goods of various countries, the Art Museum, Festival Plaza and a floating stage built over an artificial lake.

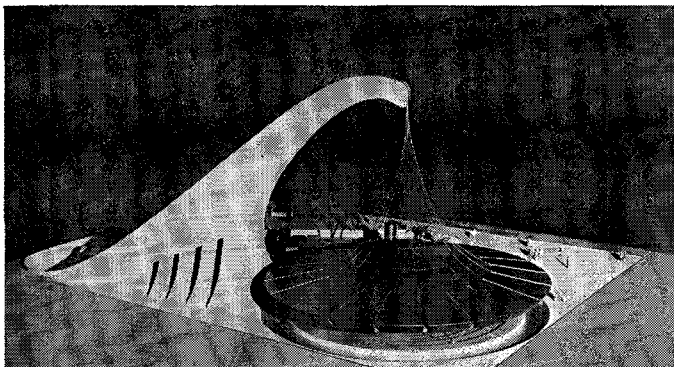
The Symbol Area is surrounded by the pavilions of more than 70 nations, plus those of many private organizations.

Another popular spot at Expo '70 is "Expoland," an amusement area.

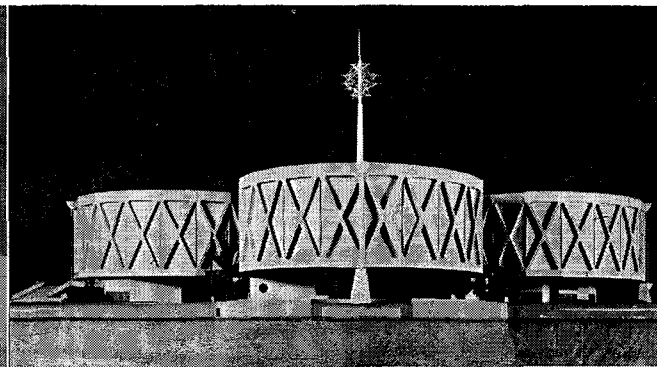
Transportation within the festival grounds is made easy for the visitor who may use the mono-rail system, a computer-operated circle train, moving roads and small electric cars.

One of the most unusual of the pavilions is the one called the "Sky Hook" pavilion.

(continued on page 22)



Drawing much attention is the "sky hook" appearance of the Australian pavilion.



Japanese pavilion is patterned after the symbol mark of the Exposition.

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NIRA NEWSLETTER

Conservationist Urges Action



Robert L. Herbst

No newcomer to the field of conservation and environmental control is Robert L. Herbst, executive director of the Izaak Walton League of America.

Since his graduation from the University of Minnesota in 1957, with a major in Forest Management and minor in Wildlife Management, he has worked in the fields of conservation in his home state and throughout the country.

This past February he met with President Nixon in a discussion of environmental problems at the White House.

In preparing this special issue of *Recreation Management*, we asked Mr. Herbst for specific suggestions that Recreation Directors would find helpful in promoting pollution control.

Here is his reply:

1. Begin by educating yourself to the entire pollution problem — then get the facts on the special problems of your area and your company.

2. Help to educate your company's employees — speak out, develop programs and projects in the field of pollution control and conservation.

3. Focus attention on the specific pollution problems of your city and state. Use articles in your company

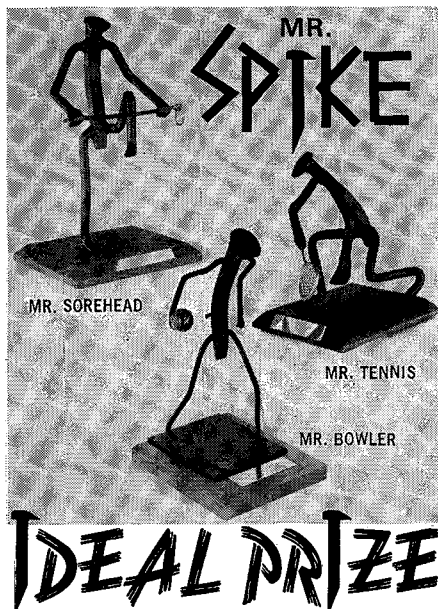
newspaper, posters, bumper stickers, organize meetings with knowledgeable speakers and show pertinent films.

4. Develop a recognition program for your company — instead of awarding trophies for employees who catch the largest fish or shoot the largest duck, offer awards to those who contribute most to the cause of conservation.

5. Work with management in developing pollution projects that affect your industry. Many firms, for example, publish brochures to prevent forest fires, promote anti-litter activities, etc., and your knowledge of pollution problems and your close contact with company personnel will be invaluable in educating employees and the general public about environmental control problems.

6. In some companies, it might be possible to arrange for employees to be given time away from the job while they are involved in environmental programs. Scout groups, for example, can use speakers on pollution control or your local Committee for Clean Streams might need assistance during working hours. With the current emphasis on environment deteriorating, management is often happy to cooperate with such groups.

7. If your company already owns recreational facilities and proper management you may be able to develop your own conservation program involving the land. If your firm does not own property, discuss with them the possibility of acquiring some for outdoor recreation and education — for employees and residents of the community.



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Creative awards
by LANE



Newly elected officers of the San Diego Industrial Recreation Council, a pioneer organization in the field with 62 member companies and 6,000 program participants, are shown at their installation dinner at Torrey Pines Inn in San Diego. From left to right are Bob Barlow, San Diego Recreation Dept., recording secretary; Ralph Smith, San Diego Recreation Dept., secretary-treasurer; Mrs. Billy Holbert, Draper Travel, second vice president; Bob McCrary, Coca Cola, first vice president; and Ellis Rhodes, Solar Aircraft Corp., president.

AROUND THE CIRCUIT

Deadline for Helms Award and Certificate of Excellence entries is April 25. Announcement of winners will be made at the National Conference in Denver, May 23-26.

The St. Louis Industrial Recreation Council recently held its kick-off dinner meeting to plan this summer's activities. Chairman of golf activities for the Council is "Doc" Kloeppner, while in charge of softball is Carroll Mar of Moloney Electric.

Ray Hejny of the Hamm's Skyland Club in St. Paul, Minn., set a company record in a recent cribbage tournament, scoring 966 out of a possible 984 points. This club in the "land of sky-blue waters" is conducting its annual membership drive this month. Present membership totals 677 — 627 of them men, 50 women.

The Vienna Choir Boys were heard in an evening concert at Kohler Memorial Theatre last month, as the fourth distinguished Guest Series program of the 1969-70 season. The program was arranged by the Kohler Foundation, Inc., and the Kohler Woman's Club.



Obviously happy about her coronation is Linda Cott, queen of Grounds Systems Group, Hughes Aircraft. At her right is Doreen Daniels, first runner-up — at left is Kathy Menard, second runner-up. If any of these young ladies should be the Hughes' entry in the Miss Industrial Recreation competition this year, competition will obviously be keen!

In one short year, the Tektronix Employees' Horse club, Eque-tek, has grown from 14 to 54 members. Credit for this growth can go to the varied programs and activities of the group. These include such things as:

- Guest speakers;
- Films (many in color) on such subjects as a round-up of wild horses, mountain trail riding, etc.;
- English riding lessons, which this year include jumping and western seat;
- Trail rides, and a three-day camping

and riding trip planned in 1970, along an old cattle-drive trail.

Representatives of three NIRA companies acted as discussion leaders at an American Management Association workshop-seminar recently.

They were Marilyn Greenlaw, activities training supervisor, Nationwide Insurance Co.; Fred A. Wilson, employee activities manager, Scovill Manufacturing Co.; and Frank A. De Luca, director of management services, Lycoming Div., AVCO.

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Industry and Our Environment

Hopeful signs are emerging even now in man's struggle to preserve his environment, and the role of industry becomes every day more important. Some companies have been engaged in this struggle for years, while others have only recently recognized the importance of pollution control and conservation of our natural resources. Most important of all, many of them are now taking positive steps toward this end, investing men, money and materials to improve our environment. Here is the story of what some of them are doing.

"The quality of man's environment today is nobody's fault, and it is everybody's fault. Real culprits are the predominant currents of our time — population, industrialization and urbanization. Together, these swift and mighty currents of history have acted to foul the air, contaminate the land and pollute the waters," said Dr. Lee A. DuBridge, presidential science advisor, recently.

But people everywhere are beginning to take action, both individually and working with organizations — governments are funding programs and raising standards — and industry is developing technology to combat the devastation of our natural resources.

The philosophy of industry today was expressed recently by Richard Stoner, vice chairman of Cummins Engine Co., when addressing the Transportation Institute he called on industry to *take the lead* in solving pollution problems. He called further for industry-wide cooperation in reducing pollution, even to the extent of overriding competitive considerations.

SOME EXAMPLES

Members of the Michigan Water Resources Commission found their roles reversed recently, when a spokesman for Dow Chemical Co. asked for *more strict* regulations and *stronger* pollution control on the Tittabawassee River.

As explained by Harold Bosscher, division general manager at Dow, waste *prevention* — not waste disposal — is the answer. "Our intent," he added, "is to make products, not materials that wind up as . . . contaminants."

E. M. Dougherty, vice president of ARO, Inc., expressed management philosophy for the '70's in this way:

"Before, we might complacently

watch a factory spewing sulphur dioxide into the atmosphere thinking the wind would blow it away somewhere . . . such an attitude now is not possible. No thinking person can watch the live TV pictures from a space capsule approaching the earth without realizing that the earth itself is but a spacecraft flying through immense reaches of an unfathomable void, and containing all that mankind has had, does have, or will have."

EMPLOYEES INFORMED

Acushnet Company has been working on pollution problems for the last ten years, and keeps its employees informed of progress through its employee publication, *APCO News*.

AMAX (American Metal Climax, Inc.) has received national recognition twice for its conservation efforts — once as winner of a *Business Week* Good Business Citizenship Award, and again as a Gold Medal Award winner in the Water Conservation competition of the Sports Foundation, Inc.

Both these awards centered around AMAX development of the Urad mine in Colorado and in planning the nearby Henderson molybdenum project. Corporate policy and subsequent development of the area not only prevented a potentially serious water pollution problem, but resulted in new public recreational facilities.

A 6,000 acre tract has been opened to the public for recreational use (including camping, hiking and hunting) in the heart of the Colorado Rockies as a result of AMAX's efforts to preserve the natural environment and ecology of this area.

Since it began operating in 1942, the Fontana plant of Kaiser Steel Corp. has been keenly aware of water pollution control. Located in a basically arid

region over a large underground water basin, the plant has been using the same source of water that the community uses for other vital purposes.

GOOD NEIGHBOR POLICY

Kaiser Steel's strict program of water pollution control over the years has had two principal benefits:

The underground water remains suitable for additional beneficial use to others in the area;

And a substantial quantity of water is conserved — of vital importance in Southern California where water availability is critical.

Peabody Coal Co. was a finalist in this year's Gold Medal Award judging for its elimination of pollution in the Sangamon River in Illinois.

Acid mine drainage from old refuse piles had been contaminating the river and killing fish, until the company put into effect a program that it devised. The 50-70 feet high refuse piles were terraced to bring rain water off in a controlled manner — then they were covered with at least two feet of soil to prevent oxidation.

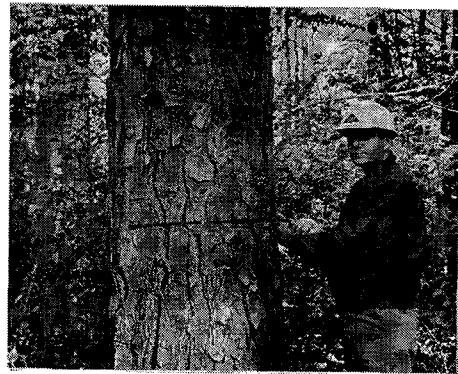
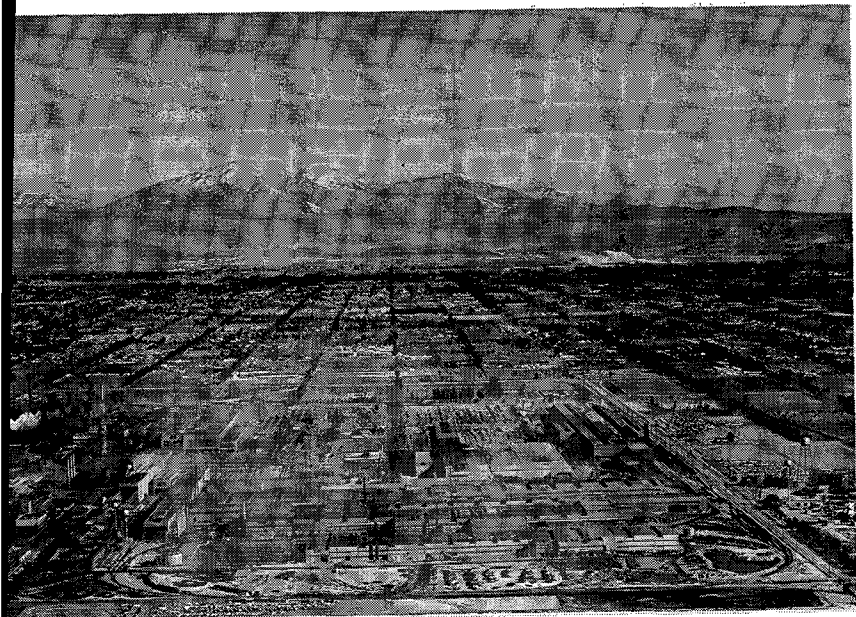
So far, this operation has cost Peabody \$1,379,852 — and people in the area now see, instead of a black slag heap, a grass covered mesa that hopefully will become a wildlife refuge.

Typical of the philosophy of a large segment of industry today is this statement by R. B. Pamplin, president and chairman of the board of Georgia Pacific Corp.:

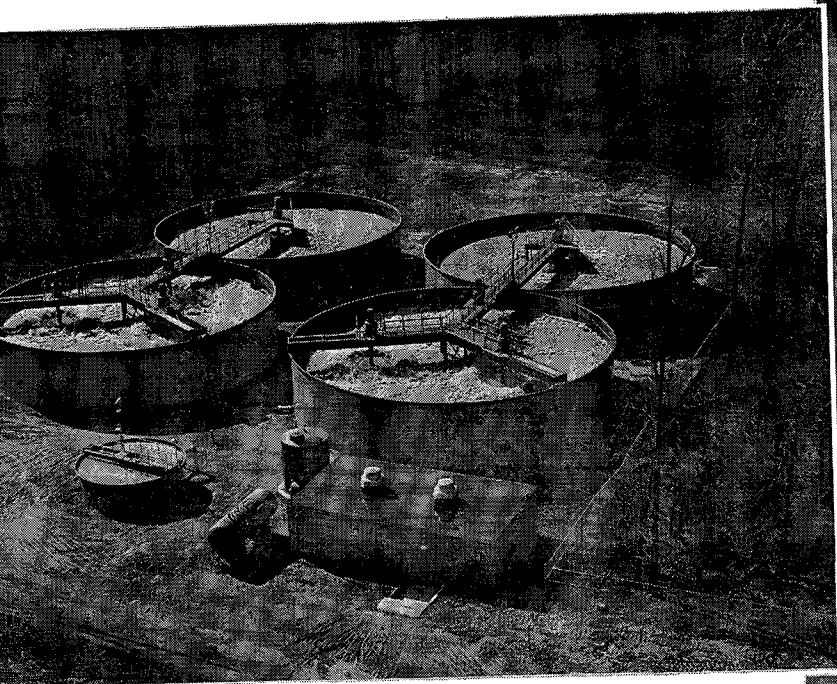
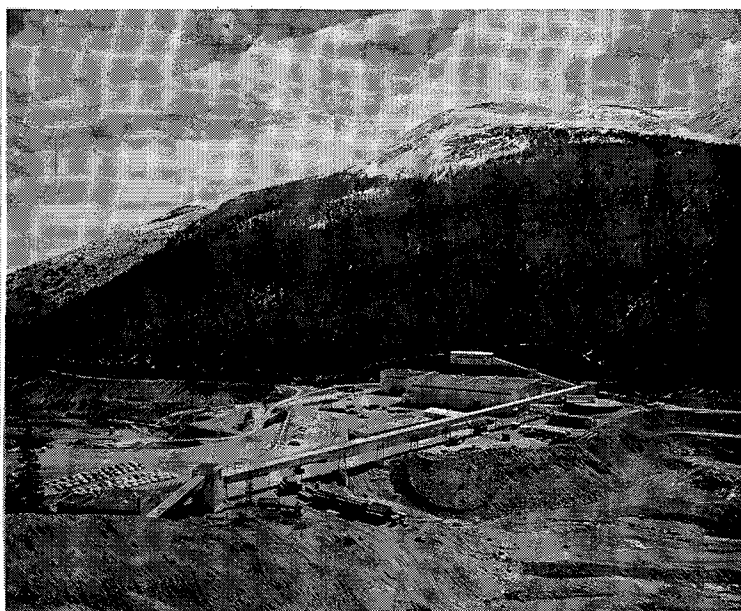
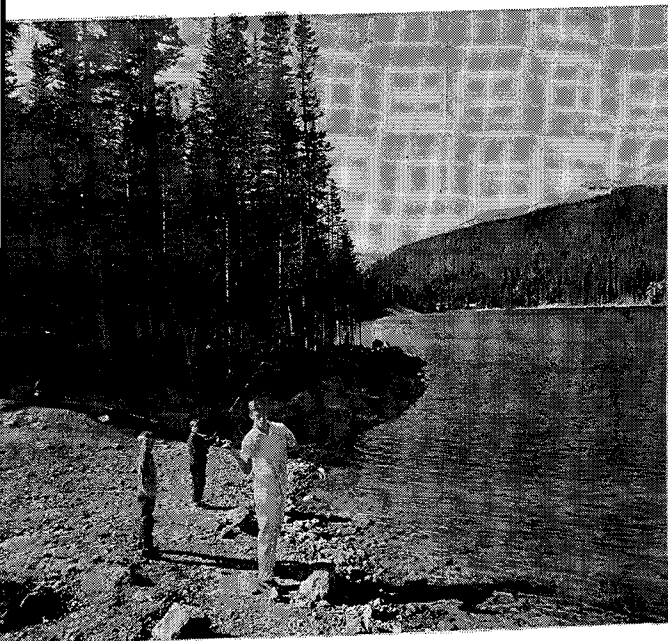
"We recognize the obligation to operate our production facilities in a manner compatible with the use and enjoyment by others of air, land and water in the vicinity of our plants."

This corporate philosophy makes

(continued on page 19, col. 3)



Top, left, Ecology of this So. Calif. area is preserved by pollution control program of Kaiser Steel, Fontana. Top right, forester measures old-growth pine in Georgia-Pacific Co.'s new park. Center pictures, fishermen try their luck in 6,000 acre tract opened to public by AMAX as a result of developing new mine and plant. Bottom, General Foods developed this treatment facility for rice waste water, and regularly tests quality.



NEWS ROUNDUP

FROM THE WORLD OF RECREATION

ENVIRONMENT

NINETY-SEVEN PERCENT of the American people favor reallocating federal spending to make more money available to improve our natural environment, according to a recent national poll conducted for the National Wildlife Federation.

Conclusions of the pollsters were "the American people appear to desire the focus be on solving domestic problems and improving the quality of life at home. The high concern of younger adults and late adolescents may well indicate an important shift in the general population's priorities."

Along these lines, New York voters recently approved a "Conservation Bill of Rights" in a general election. In so doing, they added a new amendment to the state's constitution, making it a policy of the state to conserve and pro-

tect the natural resources and scenic beauty; improve agricultural lands; preserve air and water; protect shorelines and wetlands; develop and regulate water resources and reduce excessive noise.

BOOKS AND FILMS

THE STORY of the preservation and restoration of the historic, scenic and natural environmental characteristics of the Upper St. Croix river system is told in a film called "Waters of the St. Croix." Describing how private industry, government, and conservation organizations worked together in an environmental project, this color film may be borrowed at no charge from: St. Croix River Task Force, 414 Nicollet Mall, Minneapolis, Minn. 55401.

"WHO KILLED Lake Erie?", a television special aired last September,

is now available through the National Educational Film Library, New York City — or from one of cooperating universities — Arizona, California, Illinois, Iowa, Kent State in Ohio, Minnesota, North Carolina, Northern Illinois, Oregon State, Syracuse, Texas and Wisconsin.

"CONDITIONING for Wrestling" is the title of a new book by Robert R. Spackman, Jr., of Southern Illinois University in Carbondale.

Included in the book is a program for off-season, pre-season and regular season conditioning. Many illustrations are used to show wrestler, coach and trainer exercises for proper conditioning.

At a cost of \$8.50, the book is available through Charles C. Thomas Publisher, 301 E. Lawrence Avenue, Springfield, Ill.

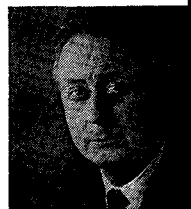
PERSONALITIES

GENE DACOSSE has been named Manager of the School, College and Professional Athletics Department of Wilson Sporting Goods, succeeding Ed Reutinger who will retire in July after more than 40 years with the company.

A native Chicagoan, DaCosse played three years of varsity baseball at Michigan State University where he obtained his Bachelor's degree and did graduate work. He joined Wilson as a salesman in 1953.

GENERAL RECREATION, Inc., has appointed Richard P. Halverson, vice president. He will be responsible for implementing an aggressive program expansion for General Recreation into other leisure time industries.

Halverson earned his MBA degree as a Baker Scholar at the Harvard Graduate School of Business Administration after completing his undergraduate work at the University of Utah.



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CALENDAR CHANGES

Beginning in 1971 the "long week-end" will come into vogue. For many years several groups have been working with the NIRA Travel Council to rearrange minor holidays on the calendar, so they will always fall after a weekend — giving people three days for a "mini-vacation."

These efforts met with success, and the new calendar will take effect next year in states where the legislature has adopted the federal law.

Holidays whose dates will be flexible are Washington's birthday, Memorial Day, Columbus day, and Veteran's day.

Recreation Directors who are now scheduling events for 1971 and beyond will want to take into consideration the new dates of these traditional holidays. Here is where they will fall in 1971 and '72:

	1971	1972
Washington's birthday	Monday, Feb. 15	Monday, Feb. 21
Memorial day	Monday, May 31	Monday, May 29
Columbus day	Monday, Oct. 11	Monday, Oct. 9
Veteran's day	Monday, Oct. 25	Monday, Oct. 23

QUOTE OF THE MONTH

RICHARD O'MELIA, who heads up enforcement of regulations for the C.A.B., pointed out at a meeting of the Association of Group Travel Executives that illegal profits are at the root of charter problems. Said O'Melia: "Gross profit potential to passenger consolidators on the East Coast is from \$10,000 to \$15,000 per flight."


PLACES & EVENTS

LOCATION of the 1976 Olympic Winter Games will be decided on May 12 at the Amsterdam meeting of the International Olympic Committee. Bidding for the selection are Denver, Colorado — NIRA's 1970 National Conference city; Tampere, Finland; and Sion, Switzerland. Hosting the Winter Olympics has become big business — for it is estimated the event attracts 1,700 athletes, 3,000 members of the press and television, and up to 60,000 spectators.

CONSTRUCTION IS already underway in Munich, Germany, on facilities for the 1972 summer Olympic Games. The main stadium to house track and field events will seat 80,000, while two other sports arenas will be used for swimming and gymnastic competition.


Softball, incidentally, will be an Olympic sport, since the Board of Directors of the United States Olympic committee has approved the request of the Amateur Softball Association of America to add that sport to the approved list of Olympic games.

Russia, surprisingly enough, recently proposed that the 1976 Olympics be held in Moscow, where the mayor, Vladimir F. Promyslov, claims there are already 69 stadiums, 22 indoor swimming pools, 110 soccer fields and 230 gymnasiums. The games have never before been held in a communist-ruled country.



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N. L. Batting
Champion — .348

Bat of the
CHAMPIONS



ROD CAREW
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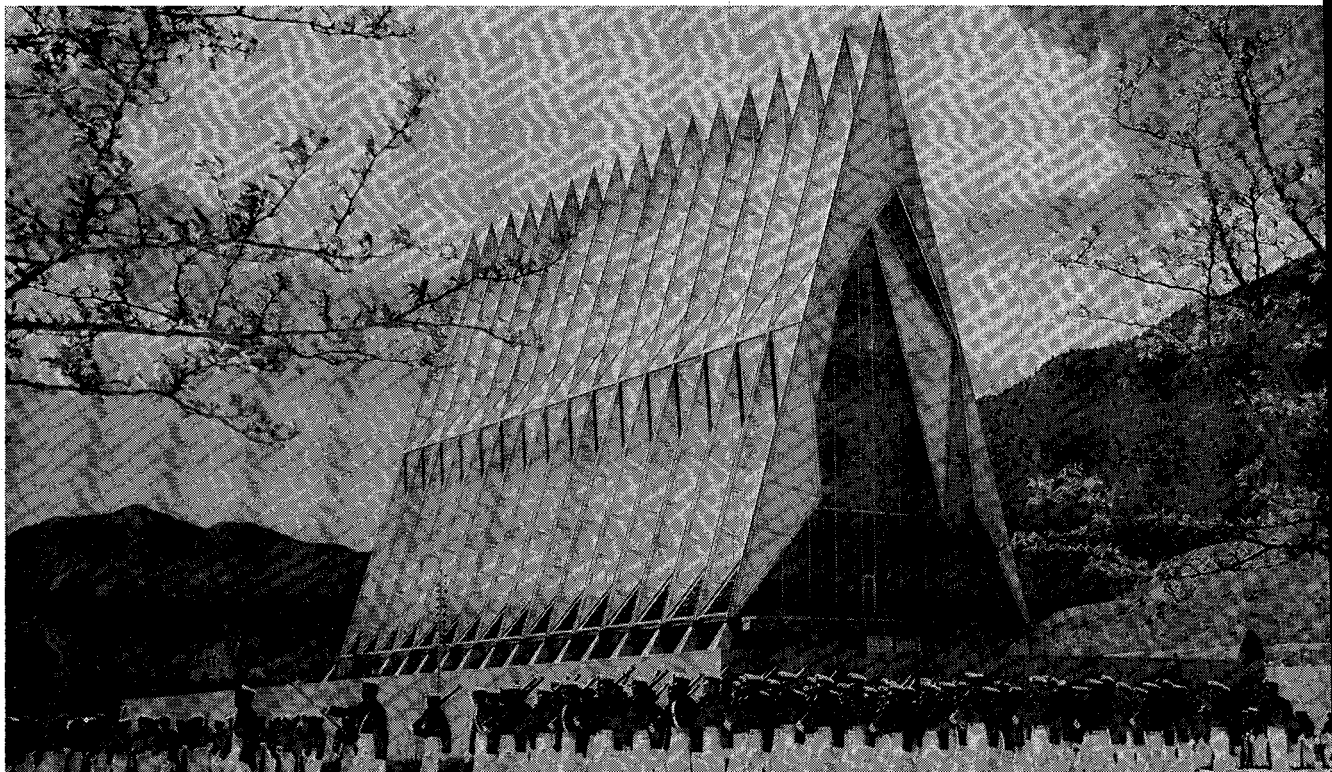
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The inter-faith chapel at the Air Force Academy provides a background for marching cadets . . . one of the spots that will be visited by delegates to the Denver Conference and their wives.

29th NIRA NATIONAL CONFERENCE AND EXHIBIT

Watch for the May issue of Recreation Management which will contain complete details of the program of the Denver Conference. This issue will be mailed a few days earlier, so it reaches you well before the Conference dates.

A national conference is more than meetings and exhibits, however valuable they may be. It's a chance to relax with other professionals in your field . . . "talk shop" in a casual atmosphere . . . see and do things that are fun, and informative too!

Several special events have been arranged for this year's Denver Conference that will make this 29th meeting an outstanding one.

An interesting side-trip has been

arranged for delegates and wives on Tuesday, May 26, when they will visit the Gates Rubber Co. to tour the executive fitness lab.

Arrangements to visit this outstanding facility have been handled by Lloyd Smith of Gates.

Another highlight will be the tour of the U. S. Air Force Academy at nearby Lowry field. Wives are invited to accompany their delegate-husbands on this side-trip which has been planned by Norm Aubuchon, Air Force Finance Center in Denver.

Grand finale of the Denver Conference will be Tuesday night's dinner — a chuckwagon supper at the Flying W Ranch in Colorado Springs.

Delegates and wives will be served a real western dinner — see a stage show featuring authentic Taos Indian dancers as well as the Flying W

Wranglers — and then browse through the interesting shops and galleries at this working ranch.

Art Unger, Recreation Director of the city of Denver, is chairman of the event.

As always, the President's Dinner Dance will be held in the ballroom of the Denver Hilton on Monday evening.

The Canadian government, in honor of retiring NIRA President, A. Murdock Dick, is hosting the affair.

Continental Airlines is hosting the NIRA awards luncheon on Monday noon, and has extended its invitation to include wives — as has the Denver I.R.A. to its Sunday luncheon.

The Saturday night reception, in the ballroom of the Hilton, will also be in true western style. Rocky Starr and his band will provide music for an authentic western hoe-down from eight to ten p.m.

May 23-26, 1970

The Denver Hilton, Denver, Colorado

Special Events Planned for Wives

I.R.A. wives won't be neglected at the Denver Conference, for an entire program of interesting activities has been planned for them.

Many of them will include their delegate-husbands, but a great deal of them are arranged just for women.

Larimer Square is certain to be one of the ladies' favorite spots in all of Denver, after the Sunday afternoon tour of this historic spot.

The handsome, ornate buildings preserved here are original sites of the first bank, theatre, library, post office and a dry goods store built in the mid-1800's. Located in downtown Denver, the Square is an attractive oasis with pleasant courtyards, shaded areas and quaint gaslights.

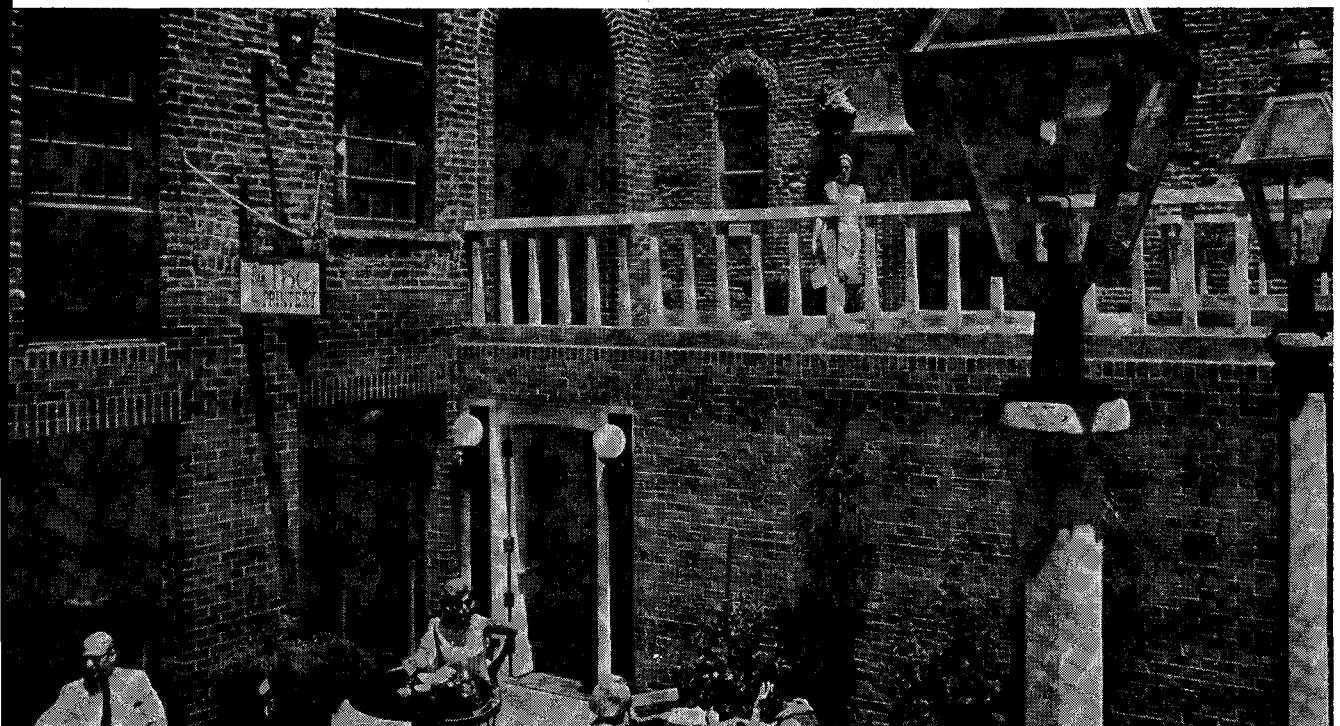
Specialty shops and boutiques carry unique merchandise and it is a wonderful spot to browse for souvenirs.

Monday morning delegates' wives may join a walking tour of the United States Mint, second only to Fort Knox in its supply of gold.

Women are also invited to join the Conference delegates in touring the executive fitness lab at Gates Rubber Co.; the trip to the Air Force Academy; and the chuckwagon dinner and western show at the Flying W Ranch.

Other events which wives may attend include the Denver I.R.A. luncheon on Sunday; the Continental Airlines award luncheon Monday; and, of course, the President's dinner-dance Monday evening.

Time has also been left open for visiting spots of interest in and around Denver — and for every woman's favorite hobby, shopping!



In spite of its quaint appearance, Larimer Square is one of the most historic spots in Denver. The women's visit here will allow ample time to browse through the unique shops.

'S UP TO YOU!

(continued from page 6)

As a citizen "watchdog" over local streets and streams.

PORT VIOLATIONS

You don't have to be an expert to recognize floating debris, scum and foam, and other noxious materials. Observe where these pollutants come from and report what you find to your local sanitation authority.

Visit your local sewage treatment

plant. Learn what kind of treatment it provides, how efficiently it operates, and how well it is meeting established water quality standards.

Promote a clean-up campaign in your company. Tell your customers and community about it. It's good business!

Technology, laws and money won't clean up any water. They are only tools which must be put to use by citizens, industry and public officials. It's up to you . . . and your job is just beginning. Possible the use of the Ouachita river

Industry

(continued from page 14)

in South Arkansas (site of the company's manufacturing complex at Crossett) for recreational purposes.

Additionally, Georgia-Pacific recently set aside a 20-acre stand of timberland in Mississippi as a demonstration forest for nature lovers, sightseers and hikers.

The list is long — and space is short — but industry is alert to the vital importance of conserving our national resources — and is working diligently to uphold its responsibility for improving our environment.

FORD CELEBRATES



For 25 years square dancing groups like the one above have been active in the Ford recreation program. Today, however, they share the dance floor with swinging singles like the members of Detroit's Pendulum Club, shown below.



Twenty-five years ago, employees of Ford Motor Company finished their work for the day and went home. But in 1945 that began to change — with the establishment of a recreation program that reached across the entire United States and includes a variety of sports and hobby activities.

From its simple beginnings 25 years ago, when basketball was the favorite sport, the Ford Recreation program today includes activities and special services for skiers, radio operators, go-karters, pool players, horseshoe pitchers, gun enthusiasts — as well as sponsorship of day camps and Christmas parties for employees' children, a club for single people, vacation trips, discount tickets to movies, shows and the circus, and many other special interest groups.

This effective program was developed under the leadership of several dedicated, far-sighted Recreation Directors, including Leo Beebe, Ray Kooi, Charles Haggerty, Tom Shanahan, Tom Bodary, John McLane and many others.

Heartiest congratulations to the people at Ford for their trail-blazing efforts in the field of Industrial Recreation — and best wishes for the next twenty-five years!

Target practice with bows and arrows has replaced the Slingshot Club, shown below in the circle, in a 1952 picture.

Scuba diving is relatively new in the Ford program, but girls' basketball (circle) is as popular now as 1951 when this picture was taken.



NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606. Refer to the product by number.**

Shipboard Barbecues



Shipboard barbecues are made easier with the introduction of a new, larger version of the Weber Galley-Que, a covered barbecue kettle for marine use. The Galley-Que has an 18-inch grill and features an aqua blue porcelain finish that resists the elements. Its stainless steel

gimbals mount on a stanchion or bulkhead and serve as a convenient carrying handle. A heavy duty, water repellent canvas cover that completely encloses the kettle is also available.

Write for information on No. 105.

Envoy International

Envoy International Town Clubs are a new concept in private clubs for businessmen and women who need "an office away from the office." Envoy offers a full range of executive and administrative facilities and services . . . including offices, conference rooms, secretarial staff, dictation systems, duplicating equipment, etc. . . plus a complete spa, sauna and massage, showers, exercise room, Executive Bar, dining facility, men's boutique, and barber shop.

Write for information on No. 112.

Floating Sunglasses

Designed especially for fishing and boating are the new sunglasses, "Aqua-



Mates," made by Foster Grant Co. Designed to float if dropped in water, Aqua-Mates feature shatterproof ff77 polarized lenses, designed to dispel glare and to afford a clear view of objects beneath the water's surface. Three styles are available, all with a flip-up feature.

Write for information on No. 109.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED (Cont'd)

Young man seeking position with growth potential in the field of Industrial Recreation. Will obtain B.S. degree in Health, Physical Education and Recreation in May, 1970. Has experience in almost all facets of recreation. Interested in Region 6 positions. Salary open. Box 219 — RECREATION MANAGEMENT

POSITIONS AVAILABLE

Recreation Director: Muscatine, Iowa. Population 23,000. Recreation Degree and two years' experience required. This will be the first Recreation Director so a man could set his own program from scratch. A great challenge. Salary range \$10,500-up depending upon experience. Send resume to Muscatine Park Commission, City Hall, Muscatine, Iowa 52761.

POSITIONS WANTED

Travel Sales Specialist — Chicago based — like Charge-Idea Man. Groups and incentive international travel programs. Strong sales promotion and sales marketing plans. Box 220 — RECREATION MANAGEMENT

MISCELLANEOUS

New solid state golf balls, indestructible N.G.A. approved; \$3.45 dz. Rejects excellent condition \$2.25 dz. Championship tennis balls \$3.25 dz. Send for brochure. The American Co., Merrick, L. I. 4, New York 11566.

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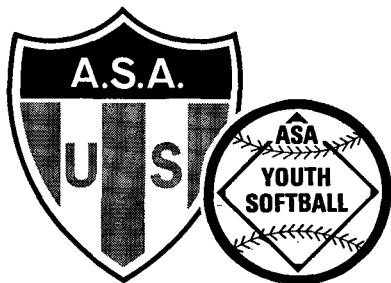
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- BALLS AND STRIKES, official ASA monthly newspaper covering local, national and world-wide softball activities.
- Official Guide and Rule Book containing playing rules, general interest articles, photos and statistics of national tournaments, and a wealth of other information.
- Team and umpire accident and disability insurance at low group rate for all members.
- Emblem and trophy awards available to all members at tremendous savings.
- Material on "How to Construct a Backstop", "How to Skin an Infield", "Preseason Softball Training", and many more interesting and informative articles, available without charge.
- Free material for recreation centers, industrial centers, institutions and schools on softball administration, rules and general know-how, including films on National and World Championships, umpiring, and Junior softball.

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● Voluntary Organizations and Groups ● Professional Recreation Organizations, Departments and Individuals ● Elementary, High Schools and Colleges ● Churches and Hospitals ● Federal and State Agencies ● International Groups ● Armed Forces ● Women's and Girls' Groups ● Students and Educational Institutions ● Handicapped ● Correctional Institutions ● Civic Clubs ● The General Public

ASA FILM LIBRARY

ASA makes available a series of films produced 1961-69, covering various Men's and Women's National and International championship tournaments, both Fast and Slow Pitch and including recent World Championships. Also films on ASA Youth Softball Program, and an instructional film for Softball Umpires.

For information on securing the use of the ASA films, facts about the ASA program and how to obtain membership, and the names of State and Metro Commissioners, write to AMATEUR SOFTBALL ASSOCIATION, 4515 N. Santa Fe, Oklahoma City, Okla. 73118. There are over 100 State and Metropolitan ASA Commissioners, and several thousand District and Deputy Commissioners are serving on a volunteer basis. These commissioners are selected from leading recreation and sports leaders.

EXPLORING EXPO '70

(continued from page 8)

structed by the United States. It features an elliptical supported roof made of translucent fiberglass that permits sunlight to pass through during the day — and artificial light to glow through at night. Drawing great crowds inside the structure is the moon rock on display.

The Japanese Pavilion consists of five round, drum-shaped structures, patterned after the symbol mark of Expo '70. Theme of this exhibit is "Japan and the Japanese," and displays give a comprehensive review of the past, present and future of this host country.

A large cantilever rising gracefully from the ground forms a huge "sky hook" which marks the Australian pavilion. Seeming to dangle from this hook is a circular, free-hanging roof that shelters visitors waiting to enter the exhibit.

Reminiscent of a rural Belgian house is that country pavilion — a harmonious blend of traditional architectural styles of Belgium and Japan. The structure is roofed with tiles brought from Belgium, while the walls of the building are a contrasting white.

While Expo '70 will be the main reason for visiting Japan this summer, many tourists will stay on to explore the mysterious East, savoring the exotic mosaic of a civilization that embraces both the kimono and the mini-skirt — old world courtesy and computerized technology — ancient religious shrines and 350 golf courses with women caddies — so many of the startling contrasts that make modern-day Japan so fascinating.

All pictures, courtesy Japan National Tourist Org.

At the rate of \$22 per minute, sportsmen have financed wildlife restoration projects for more than 30 years through the Pittman-Robertson act—a sportsmen-supported excise tax on the sale of sporting firearms and ammunition. Through this tax, sportsmen have paid nearly \$400,000,000 for the preservation and protection of hunted and non-hunted species.

INDEX TO ADVERTISERS

Amateur Softball Ass'n
American Flyers Airline
American Playground Device Co.
Berry World Travel, Inc.
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Tour Sales Department, Continental Airlines, International Airport, Los Angeles, California 90009. In case you need help in identifying all the above vacation spots, they are: 1—Honolulu. 2—Los Angeles. 3—Dallas. 4—Chicago. 5—Phoenix. 6—New Orleans. 7—Denver. 8—Seattle. 9—Houston. 10—other.



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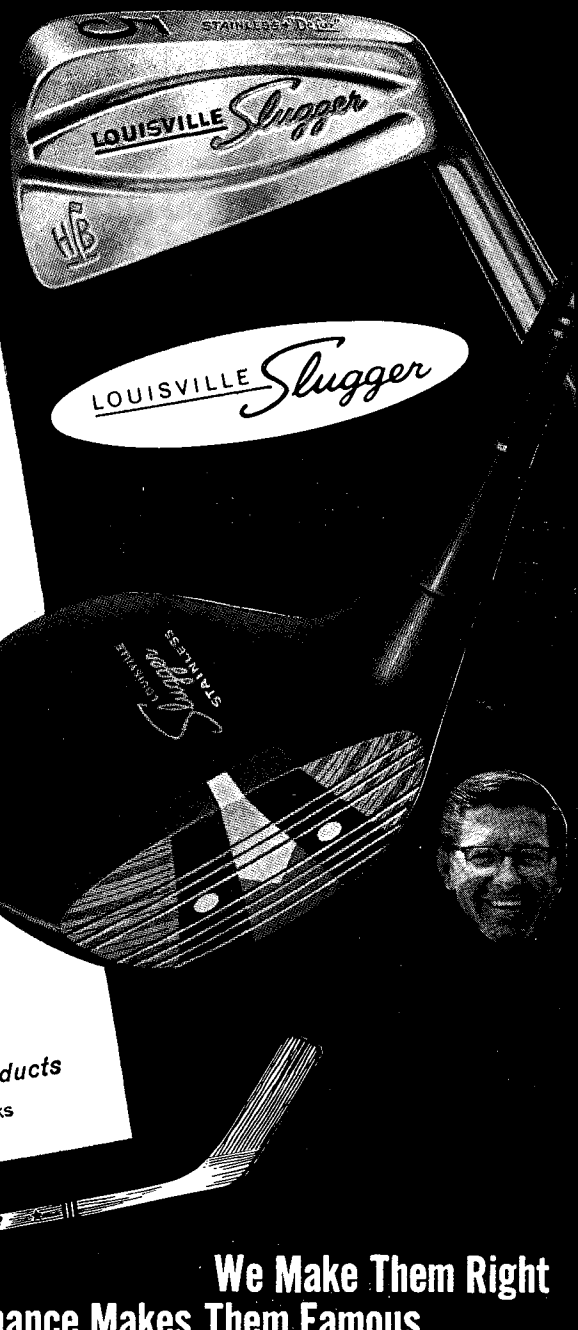
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MAY 1970

Volume 13, Number 4

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Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

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20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

ON OUR COVER

NIRA members will be descending on Denver, the "Mile High City" for the 29th Annual Conference and Exhibit soon — and many of them will be arriving via Continental, the official coordinating carrier.



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Planning a Swimming Meet!

A swimming meet requires organization, a schedule and a list of numerous details. When the meet is planned, consideration must be given to the swimmer, the official and the spectator, for each one has needs that must be met.

THE SWIMMER

It is obvious that the swimmer is the most important person at a meet, and yet quite often he or she is given very little consideration by the meet chairman. In all the maze of details with which the official must be concerned, the chairman often forgets some essential provisions which are important to the swimmer.

Nothing is more important from the standpoint of the swimmer than the pool in which he will compete.

The water influences his performance by its temperature, its clarity and its surface condition. Some swimmers prefer cold water because it is invigorating. They feel that it stimulates the muscle fiber. Others complain that cold water makes their muscles tight and breathing difficult. Water that is exceptionally warm has a tendency to tire the swimmer quickly and make him sluggish. Therefore, few swimmers like a warm pool.

Although preferences vary in different parts of the country, most American swimmers agree that the best water temperature is in the upper seventies. Water at this temperature tends to feel brisk and invigorating but does not numb the muscles.

Underwater vision is essential in a race, and naturally it depends on the clarity of the water. The crawl swimmer is concerned with seeing the under-

This article is condensed from a book, "So You Want to Run a Swimming Meet," by Joe Hunsaker, an NCAA and National AAU swimming champion. It is reprinted here through the courtesy of the Aquatech Corp., and copies of the complete booklet are available (for \$1.00 each) to Recreation Management readers by writing to Aquatech, 6020 E. Speedway, Tucson, Ariz. 85716. The book itself goes into great detail on the technical arrangements of holding a swimming meet and includes an Appendix which shows specific examples of officiating cards, score sheets, entry forms, as well as how to set up an officials' table.

water wall as he approaches for a turn and the finish. The breastroker and crawl swimmer often glance underwater at their competition.

You will sometimes hear a swimmer speak of a "slow" or "fast" pool, referring to the factors in a pool that influence a performance. Although warm water may cause a swimmer to swim a slow race, the term "slow" pool usually refers to a pool that has a rough and choppy water surface.

This condition exists when the water level is below the lip of the overflow gutter. The water level will drop as pool water continues to be lost due to splashing and swimmers carrying water out of the pool on their bodies.

Also, the vigorous water turbulence that takes place during a race will often wash large quantities of water into the over-flow gutters. When the rate of water lost far exceeds the rate of flow into the pool, the water level is lowered and the pool becomes increasingly rough.

The loss of pool water must be prevented by closing the gutter drains and flooding the gutter troughs. The flooded gutters create a border around the rac-

ing course which dissipates the way and rough water caused by the racing swimmers.

Prior to the date of the meet, the meet chairman must arrange to have the pool filled until the water overflows in the gutters. About thirty minutes before the first swimmer enters the water for his warmup, the drains in the overflow gutters should be closed.

If the drains are controlled by a valve it should be turned to the "closed" position. However, since most pools do not have this feature, the drains may be covered with wet towels which are secured either by a small weight or merely by being packed tightly into the drain opening. Small rubber or plastic mats which are held in place by water pressure have also been used successfully.

The pool wall is an important factor to a competitor. Surface of the wall should not be slick, for this makes a poor surface on which to turn.

If a pool wall is slick, chances are that it is dirty with body oils and minute algae — a condition that can be eliminated . . . by a good scrubbing.

The best lane dividers are floats made

either wood, plastic or cork. They are put eight to ten inches long and two to three inches in diameter, and are placed on the guide line end to end as stipulated in AAU regulations. They have rounded corners so they will not hurt the hapless swimmer who slips his arm over them.

Lane dividers reduce waves. When floats are placed end to end on five or ten taut guide lines, the turbulence caused by racing swimmers dissipates rapidly.

Sometimes it is difficult for a swimmer to know his exact location in the pool. This problem can be greatly rectified if different colored floats are used in the make-up of the lane dividers.

Another kind of marker is the overhead pennant — hung about five or six feet above the pool surface — which backstrokers use to determine their position in the pool.

THE OFFICIAL

The role of the meet official is to enable a race to take place under the most favorable conditions possible. Every action by an official is either secondary to or in support of this purpose.

The ability of an official to fulfill this role depends on the extensiveness of pre-meet planning. The meet chairman should plan in such detail that when the meet begins he will be able to step back and watch — his only duty that of being available in case unforeseen problems arise.

The functions and duties of the designated meet officials are clearly stated in both the *AAU Official Swimming Handbook* and the *National Collegiate*

Athletic Association Swimming Guide.

Here are some of the techniques and methods used by many officials today in carrying out their respective duties at pool side.

1. The REFEREE has full authority over all officials. His primary duty is to assign officials' positions and to instruct them in the execution of their duties.

The referee should station himself at a place which will allow excellent visual access to the entire pool and all of the officials. Because he has the authority to disqualify any swimmer who violates a rule, he should give each race his undivided attention.

2. The STARTER must be conscientious and fair minded. He should be alert and concentrating on each and every start. His voice should be loud and clear.

Starters often carry two pistols to avoid delays resulting from a false start or jammed cylinder. Starting pistols can usually be borrowed from YMCA's, schools, track coaches and local AAU Associations.

If one or more swimmers leaves his mark before the gun, the action is considered a false start. If the starter notices this, he will fire his gun a number of times in rapid succession. This noise is usually heard by the swimmers, and they will stop the race.

3. The JUDGES shall have complete jurisdiction over the competing swimmers after the start of the race.

The CHIEF JUDGE, appointed by the meet chairman, is assisted by stroke judges, finish judges and turn inspectors.

There are usually two STROKE JUDGES



One of the PERA Club's (Salt River Project) members practices a dive before the meet begins.

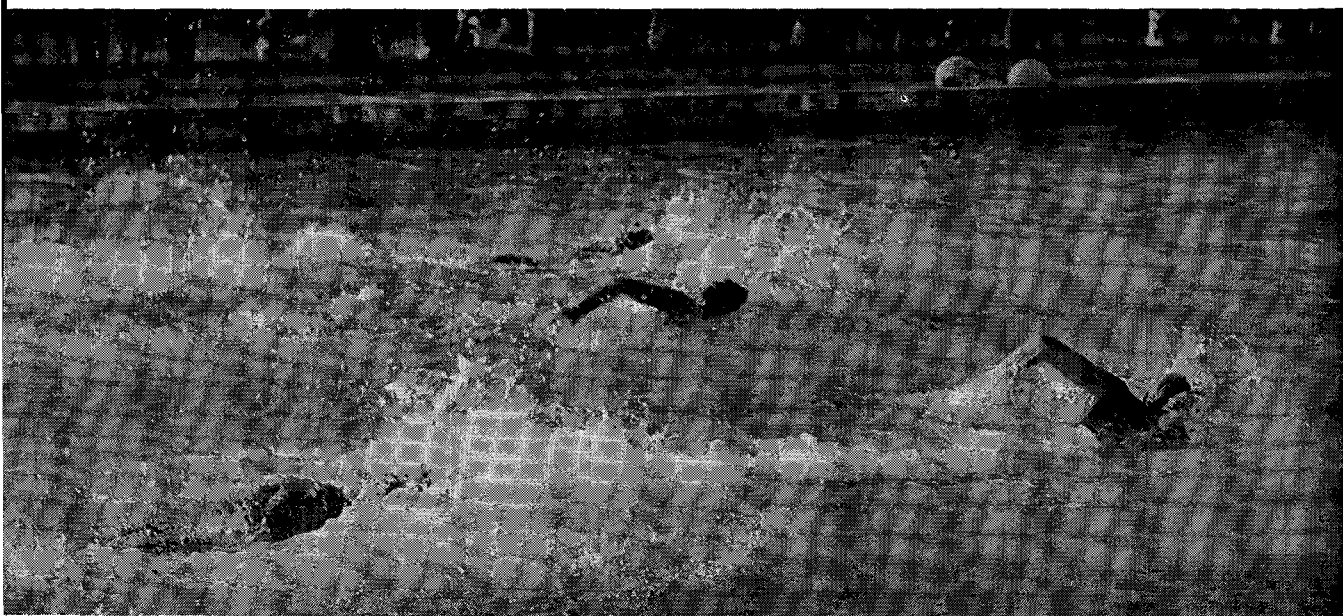
— one on each side of the pool. These officials observe the stroke mechanics of the competing swimmers and any illegal methods of swimming the various strokes.

As the name suggests, the FINISH JUDGES determine the order in which the swimmers finish.

The chief judge usually assigns two TURN INSPECTORS per lane — one at each end of the pool.

After briefing the various judges, the chief judge takes his place at the officials' table where he remains throughout the meet. Here he receives the finish

(Continued on page 19)



Lockheed employees participate in a race sponsored by that company's Employee Recreation Club.



Helpful information is available to delegates from company representatives who man the various booths in the exhibit hall.

Get the Most Out of Exhibits

To enable NIRA members to get the most out of the exhibits at the Denver Conference, *Recreation Management* offers some tips to delegates who will be visiting the Exhibit Hall in the Foyer of the Denver Hilton, May 23-26.

1. Organize your trip through the exhibit area. Discover the location of the booths in which you are most interested, and visit them *first*. Then visit the rest of the displays.

2. Don't try to do everything during peak visiting hours. Schedule your most important visits for times when traffic is low. Exhibitors will appreciate your thoughtfulness, and they will have more time to serve you.

3. If you have a special problem or need that you want to discuss, mention it *immediately* so the company representative who knows the most about your problem can find time during the Conference to help you.

4. Be sure that you wear your delegate badge during the entire show. Exhibitors will thus quickly be able to tell who you are and how best to serve you.

5. In collecting literature from various booths, file it immediately — preferably in a folder or portfolio with alphabetical tabs. If you carry this folder with you, you can file catalogs and price lists as you pick them up.

6. When taking notes about exhibits,

enter them in a special notebook that is divided alphabetically or by product. When you really need this information, you'll find that the time it took to do this will be well repaid.

7. Bring to the Conference several 3" x 5" cards with your name and address on them. Then, if you need specific data from one of the suppliers, simply give him a card to mail you.

8. If you order some item you saw exhibited after the show, *be sure* to tell the manufacturer or supplier that you saw the item at their booth at the NIRA Conference.

As in the past, door prizes will be awarded to delegates on the basis of Bingo Card drawings. Each delegate will be given a card to be stamped by the exhibitor at every booth. When the card is completed, the delegate's name will be entered in the drawing for many valuable door prizes contributed by the exhibiting firms.

Booth space for the 29th National Conference is filling up quickly. At press time, the following companies have already arranged for display space:

SPORTING GOODS

Adirondack Industries
J. deBeer & Son, Inc.
Faultless Golf Products, Div.
Abbott Labs

Flexi-Grip, Div. Eaton Yale & Towne
Hillerich & Bradsby
Lannom Manufacturing Co.
Northwestern Golf Co.
A. G. Spalding Co.
Wilson Sporting Goods

FACILITIES & EQUIPMENT

Cosom Corp.
General Playground Equipment
J. E. Gregory Co.
Gym Equipment
Research and Devel.
Miracle Equipment Co.
Parker Construction Co.
Premier Products

SERVICE ORGANIZATIONS

Amateur Softball Ass'n of America
American Bowling Congress
Athletic Institute
Bicycle Institute of America
Denver IRA
National Rifle Ass'n
N. Y. Convention & Visitors Bureau
U. S. Slow-Pitch Softball Ass'n

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Prudential-Grace Line
Tides Hotel & Beach Club
Trans World Airlines
Travel Management Corp.

TROPHIES, GAMES, AWARDS

General Classics, Inc.
Lane Creative Awards
Saunders Mfg. & Novelty Co.

VENDING SERVICES

Coca-Cola, U.S.A.
Gold Medal Products

MISCELLANEOUS

Disneyland
Disney on Parade
Holiday on Ice
Ice Capades
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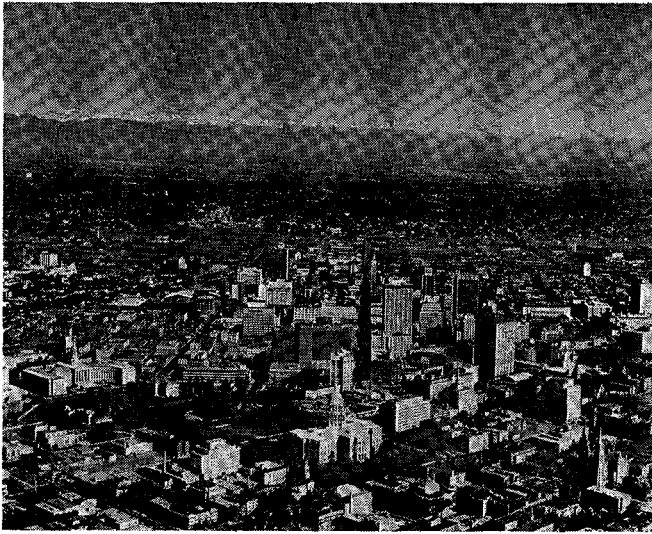
More high school, prep school, college, university, Olympic and professional basketball players wear Converse All Stars than any other basketball shoe. That's a record. And it's a fact that Converse All Stars are constructed for records . . . designed to be the best basketball shoes in the world. Available in canvas or leather. (Converse also makes the great shoes for tennis, track, wrestling and football.) Malden, Mass. 02148



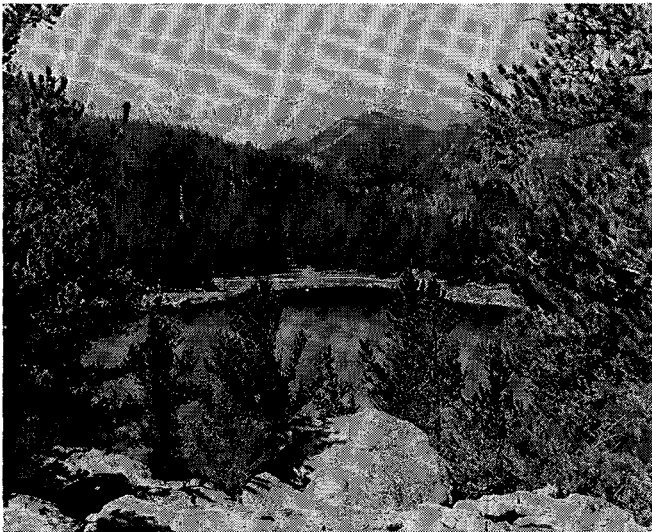
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THIS IS THE PLACE...

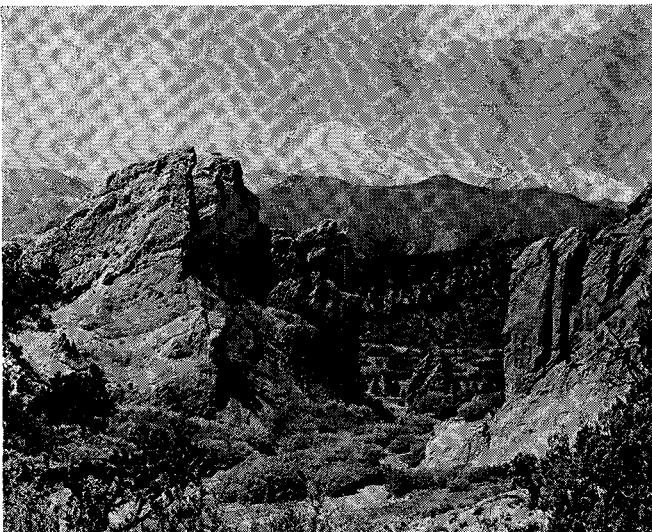
Denver, Site of 29th National Conference



The Denver skyline is dramatically set off by this mountain background. In the center of the picture, near the bottom, is the Colorado state house.



Not far from downtown Denver is Echo Lake — a favorite vacation and picnic spot along America's highest automobile highway.



Framed by the escarpments of the Garden of the Gods is Pikes Peak, a Colorado landmark and perhaps the most familiar mountain in the country.

"Go West, young man!" said Horace Greeley — and NIRA members are doing just that May 23-26, for the 29th Annual Conference and Exhibit.

The Denver Hilton hotel will be the headquarters for all Conference activities — both business and social.

As in the past, a wide variety of helpful activities will be offered NIRA members — panel discussions, problem clinics, question-and-answer session, talks by experts in the field of recreation.

Knowledgeable people will be available in the Exhibit Hall to help Recreation Directors solve specific problems, as well as to point out what is new in sports, recreation and travel.

Denver's Industrial Recreation Council is serving as host to NIRA members at the Conference, and has arranged many special events to entertain delegates and wives — all described in the following pages.

Official coordinating carrier for the Conference is Continental Airlines. This company is also hosting the NIRA awards luncheon on Monday.

All roads lead to Denver — make sure you travel down one of them to what promises to be an outstanding national meeting — the 29th Annual Conference and Exhibit — May 23-26, 1970 — at the Denver Hilton!

29th National Conference Program

This issue of Recreation Management is going to press before the final Conference program is completely finalized. Therefore, the program as presented here is subject to last-minute change.)

FRIDAY — MAY 22

8:00 A.M. to 1:00 P.M.—EXECUTIVE COMMITTEE MEETING AND
LUNCHEON President's Suite

2:00 P.M. to 5:00 P.M.—BOARD OF DIRECTORS MEETING Denver Room

6:00 P.M. to 9:00 P.M.—BOARD OF DIRECTORS, CONFERENCE COM-
MITTEE, COOR'S RECEPTION Coor's Brewery
Chairman—Joe Mott, Coor's Brewery

10:00 P.M. to 11:00 P.M.—CIRA/CIRL COMMITTEE MEETING
President's Suite

SATURDAY — MAY 23

8:00 A.M. to NOON—BOARD OF DIRECTORS MEETING Denver Room

1:00 A.M. to NOON—HELMS AWARD COMMITTEE Showcase I
Chairman—Martha Daniell, Nationwide Insurance Co., Columbus, Ohio

2:00 A.M. to NOON—SCHOLARSHIP MEETING Spruce Room
Chairman—Gordon Starr, Research Director, University of Minnesota,
Minneapolis, Minn.

3:00 P.M. to 5:00 P.M.—REGISTRATION Lobby

6:00 P.M.—OPENING GENERAL SESSION, NIRA'S 29TH NATIONAL CON-
FERENCE AND EXHIBIT Grand Ballroom

Welcome—President A. Murray Dick, Dominion Foundries & Steel, Ltd.,
Hamilton, Ontario, Canada
Conference Co-Chairmen, Howard Bunch, 1st National Bank of Denver and
President of DIRA; and Alabama Glass, Computer Sharing Service, Denver
Mayor of Denver, William McNichols

7:00 P.M.—GRAND OPENING OF EXHIBIT HALL Foyer
Miss Industrial Recreation," Julia Thompson, LERA, Sunnyvale, Calif.

8:00 P.M.—WIVES' MEETING La Petite Room
Welcome—Chairman, Swede Erickson, Mountain States Telephone Co.,
Denver, Colo.

9:00 P.M. to 5:30 P.M.—"RECREATION IN THE SEVENTIES"
Grand Ballroom
Chairman—Richard Wilsman, S. C. Johnson & Son, Inc., Racine, Wisc.

1. Municipal Recreation and Parks

Don K. Gardner, Region Dir., Nat'l. Recreation and Parks Ass'n., Denver.

2. Commercial Recreation

Dr. Frank Jones, President, The Athletic Institute, Chicago, Ill.

3. Federal Recreation

Maurice D. Arnold, Regional Dir., Mid-Continent Region, U.S. Dept. of
Interior, Bureau of Outdoor Recreation, Denver, Colo.

4. School Recreation

Don Hawkins, Asst. Exec. Sec'y. American Ass'n for Health, Physical Ed-
ucation and Recreation, Washington, D. C.

5. Industrial Recreation

John Leslie, Manager of Industrial Recreation, 3M Co., St. Paul, Minn.

5:30 P.M. to 6:00 P.M.—EXHIBITS

Foyer

8:00 P.M. to 11:00 P.M.—EXHIBITORS' WELCOME RECEPTION, WESTERN HOE-DOWN

Grand Ballroom
Square Peg Square Dance Club—Caller, Larry Wylie—Music, Rocky Starr
and band
Chairman—Cliff Barnes, Gardner-Denver Corp., Denver Colo.

SUNDAY — MAY 24

8:30 A.M.—REGISTRATION, EXHIBITS OPEN

Foyer

9:00 A.M.—REGIONAL BREAKFAST AND ELECTIONS On Mezzanine Floor

Region I Denver Room

Chairman—C. James Moyer, Eastman Kodak Co., Rochester, N.Y.

Recorder—Fred Wilson, Scovill Manufacturing Co., Waterbury, Conn.

Region II Silver Room

Chairman—Howard Honaker, Faultless Rubber Co., Ashland, Ohio

Recorder—John Tutko, Headquarters, USAF, Washington, D.C.

Region III Spruce Room

Chairman—Arthur L. Conrad, Flick-Reedy Corp., Bensenville, Ill.

Recorder—Dale Shaffer, Delco-Remy Div., GMC, Anderson, Ind.

Region IV Aspen Room

Chairman—Roy McClure, Lockheed-Georgia Co., Marietta, Ga.

Recorder—William L. West, Pharr Yarns, McAdenville, N.C.

Region V Century Room

Chairman—Edward Bruno, 3M Co., St. Paul, Minn.

Recorder—Richard Wilsman, S. C. Johnson & Son, Inc., Racine, Wisc.

Region VI

Chairman—Otto Seibel, Concordia Publishing Co., St. Louis, Mo.

Recorder—L. L. Jarl, General Dynamics, Fort Worth, Texas

Region VII Gold Room

Chairman—Mike Varanese, Lockheed Employees Rec. Club, Burbank, Calif.

Recorder—Gary McCormick, Salt River Project, Phoenix, Ariz.

Region VIII Cedar Room

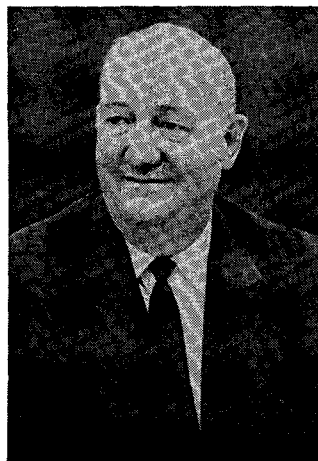
Chairman—Gerry LaGrave, Canadair, Ltd., Montreal, Quebec, Canada

Recorder—Joe Lannan, Manufacturer's Life Ins. Co., Toronto, Ontario,
Canada

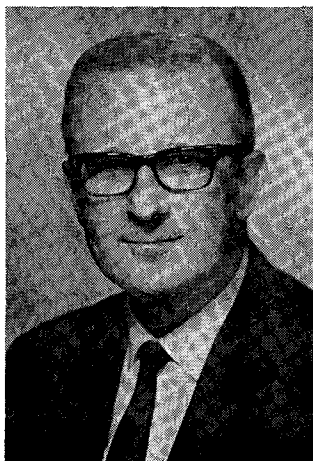
10:45 A.M. to NOON—EXHIBITS



Alabama Glass



Howard D. Bunch



Kenneth E. McMullen



Hon. John C. Munro



Ronald Beaumont



Patrick Green



Wouter Van de Bunt



Dr. William Haskell

NOON to 2:00 P.M.—DENVER INDUSTRIAL RECREATION ASS'N LUNCHEON
Grand Ballroom

Subject—"Top Management Speaks"

Chairman—Howard Bunch, President, DIRA

Keynoter—Kenneth E. McMullen, Vice President, Lockheed California Co., Burbank, Calif.

Music—Jack Laetch Trio—vocalist, Paula Moore

2:00 P.M. to 3:00 P.M.—EXHIBITS

Foyer

2:00 P.M. to 4:00 P.M.—WIVES' TOUR OF LARIMER SQUARE

3:00 P.M. to 4:30 P.M.—CONCURRENT FORUMS ON LATEST DEVELOPMENTS IN VARIOUS FIELDS

1. EXECUTIVE FITNESS

Silver Room

Chairman—Gary McCormick, Salt River Project, Phoenix, Ariz.

Keynoter—Dr. William Haskell, Director of Program Development, President's Council on Fitness, Washington, D. C.

2. EMPLOYEE TRAVEL

Grand Ballroom

Chairman—Jim Moyer, Eastman Kodak Co., Rochester, N. Y.

Keynoters—Ronald Beaumont, Frontier Airlines, Denver, Colo.—DATO; and Patrick Green, Ex. Dir., Travel-Tour-Incentive Sales, Hilton Hotels Corp., Chicago, Ill.

3. RECREATION TRAINING AND JOB OPPORTUNITIES

Denver Room

Chairman—Tom Rendler, Martin Co., Denver, Colo.

Keynoter—Dr. Max Shirley, Colorado State College, Greeley, Colo.

4:00 P.M. to 6:00 P.M.—WIVES' SHERRY PARTY

La Petite Room

Hostess—Mrs. A. Murray Dick, Hamilton, Ontario, Canada

4:30 P.M. to 5:30 P.M.—EXHIBITS

Foyer

8:00 P.M. to 10:00 P.M.—NATIONAL INDUSTRIAL RECREATION, RESEARCH AND EDUCATIONAL FOUNDATION—ANNUAL BOARD MEETING

Denver Room

MONDAY — MAY 25

7:30 A.M. to 9:00 A.M.—CIRA/CIRL BREAKFAST

Silver Room

Chairman—K. L. Kellough, North American Rockwell Corp., El Segundo, Calif.

8:30 A.M.—REGISTRATION

9:00 A.M. to 11:00 A.M.—"LATEST TRENDS AND PREDICTIONS FOR THE 70'S"—CONCURRENT ROUND TABLES, BY SIZE OF INDUSTRY

Class A (less than 1,000 employees)

Colorado Room

Chairman—Otto Seibel, Concordia Publishing House, St. Louis, Mo.

Summarizer—J. R. Scalzo, Sun Oil Co., Toledo, Ohio

Panelists:

William J. Kropfl, Teledyne Systems Co., Northridge, Calif.
Bruce D. Sjurseth, Dept. of State, USIA Rec. Ass'n, Washington, D.C.
Lowell Parmentier, Servomation Corp., San Bernardino, Calif.
Martha P. Byers, Owens-Illinois, Inc., Toledo, Ohio
Miles M. Carter, McLean Trucking Co., Winston-Salem, N. C.
Arthur L. Conrad, Flick-Reedy Corp., Bensenville, Ill.

Class B (1,000 to 5,000 employees)

Grand Ballroom

Chairman—Gary McCormick, Salt River Project, Phoenix, Ariz.

Summarizer—Diane J. Mendes, Shell Development Rec. Ass'n, Emeryville, Calif.

Panelists:

Warren Wallgren, Theodore Hamm Brewing Co., St. Paul, Minn.
William J. Quilty, Inland Div., GMC, Dayton, Ohio
Anne M. Cox, Jersey Standard Club, New York, N. Y.
Patrick W. Feely, Falk Corp., Milwaukee, Wisc.
R. J. Baker, Battelle Northwest Staff Ass'n, Richland, Wash.
Mrs. M. O. Smolinsky, GAF Corp., Binghamton, N. Y.
William Farynyk, GAF Corp., Binghamton, N. Y.
John G. Tutko, Hq., USAF, Washington, D. C.
Arthur R. Brauer, Raybestos-Manhattan, Inc., Bridgeport, Conn.
Robert R. Schenk, Owens-Corning Fiberglass Corp., Newark, Ohio
Dan Bianco, Michigan Consolidated Gas Co., Detroit, Mich.
Nick Miketinac, Charmin Paper Products, Green Bay Wisc.
L. E. Luedke, Wisconsin Gas Co., Milwaukee, Wisc.
William Krienitz, Victor Comptometer Corp., Chicago, Ill.
C. L. Polaski, Sundstrand Aviation, Rockford, Ill.
Lillian Lockenvitz, State Farm Mutual Auto Ins. Co., Bloomington, Ill.
Fritz Merrell, Olin Mathieson Chemical Corp., Pisgah Forest, N. C.
Theodore P. Curtis, McGraw-Hill, Inc., New York, N. Y.
Albert W. Porter, Raytheon-Andover, Andover, Mass.
Richard Wilsman, S. C. Johnson & Son, Inc., Racine, Wisc.
George Grigor, Canadian Kodak Co., Ltd., Toronto, Ontario, Canada
Fred H. Buchenroth, Dayton Power & Light Co., Dayton, Ohio
Richard Prey, Upjohn Co., Kalamazoo, Mich.
Robert F. Cayce, Standard Register Co., Dayton, Ohio
Michael J. Brecka, Minneapolis-Moline, Inc., Hopkins, Minn.
Roy Taylor, IOS Ass'n Sportive, Ferney Voltaire, France

Class C (5,000 to 10,000 employees)

Denver Room

Chairman—Ed Meith, Eli Lilly Co., Indianapolis, Ind.

Summarizer—Charles W. Wilt, Cummins Engine Co., Columbus, Ind.

Panelists:

Robert E. Glover, Delco Radio Div., GMC, Kokomo, Ind.
Martha L. Daniell, Nationwide Insurance Co., Columbus, Ohio
Ken Williams, R. R. Donnelly & Sons, Chicago, Ill.
Robert L. Bauer, Armco Steel Corp., Middletown, Ohio
H. S. Naish, General Dynamics, Pomona, Calif.
Lou Poveromo, Long Island Lighting Co., Long Island, N. Y.
Noel J. Rentz, Kaiser Steel Corp., Fontana, Calif.
Theodore Scandurra, Equitable Life Assurance Society, New York, N. Y.
Gerry La Grave, Canadair, Ltd., Montreal, Quebec, Canada

Class D (over 10,000 employees)

Silver Room

Chairman: Eugene Miller, Michigan Bell Telephone Co., Detroit, Mich.

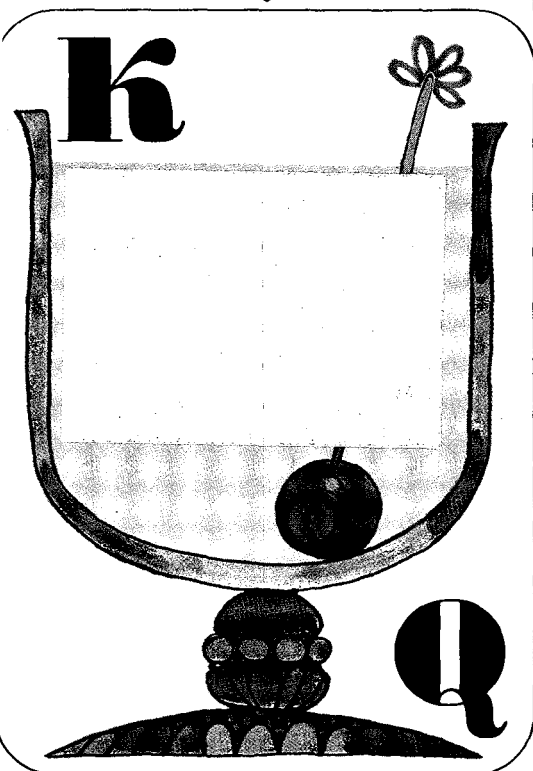
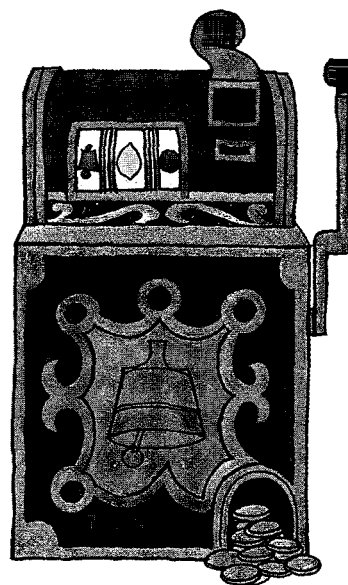
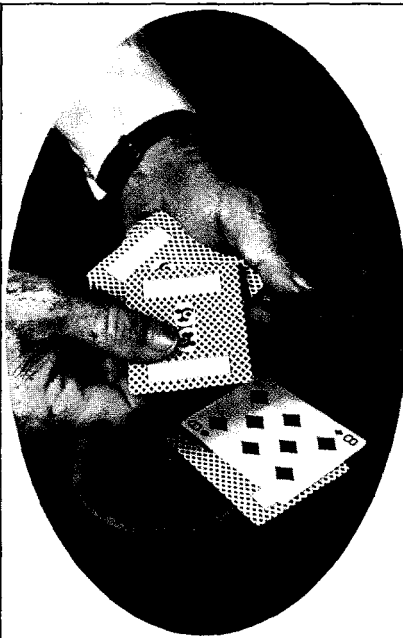
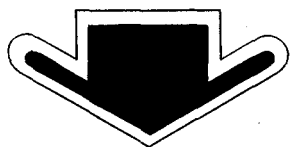
Summarizer: William DeCarlo, Xerox Corp., Rochester N. Y.

Panelists:

Wilbur M. Bennett, 3M Co., St. Paul, Minn.
Charles J. Placek, Motorola Inc., Scottsdale, Ariz.
Dale Shaffer, Delco-Remy Div., GMC, Anderson, Ind.
Mel C. Byers, Owens-Illinois, Toledo, Ohio
Ron Beliech, Bureau of Naval Personnel, Washington, D.C.
Roy L. McClure, Lockheed Georgia Co., Marietta, Ga.
Ken Leonard, Lockheed Employees' Recreation Ass'n, Sunnyvale, Calif.
Richard N. Powers, Industrial Mutual Ass'n of Flint, Mich.
Kenneth L. Kellough, North American Rockwell, El Segundo, Calif.

(Continued on page 14)

Scratch and Sniff This Las Vegas Deal.



Purdue Airlines, Inc. • West Lafayette, Indiana 47906

Name _____

Company _____

Your Title _____

Address _____

City _____ State _____ Zip _____

Travel Agency presently used (if any) _____



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A great idea that flies.

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Got a nose for a good deal? Book a group of sports from your company or club on a Purdue Airlines DC-9-30 jet headed for Las Vegas. Purdue Airlines can fly your organization to Las Vegas or for that matter anywhere in the continental U.S. or Canada in luxurious comfort, indulge them with delicious meals served by equally delicious looking hostesses. All for less than the cost of individual flights. That'll leave you and your group a few more chips for drinking Fleischman's Gin martinis, or trying their luck. And you cash in on all the advantages Purdue Airlines offers as a supplemental air carrier—no waiting and direct flights. Fill in the coupon and send it to us for more information, or contact your nearest travel agent. Either way you can't lose.



PAI Flight Patterns

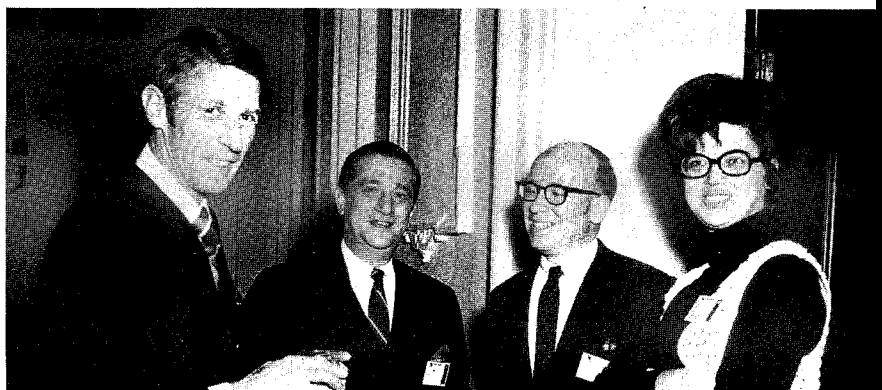
TRAVEL AGENTS LEARN "FACTS OF LIFE"

PAI presented the "Facts of Life" to more than 60 Hoosier travel agents at a reception March 3 in the Atkinson Hotel, Indianapolis.

The "Facts of Life" is PAI's new merchandising program designed to promote group travel. A sales aid for the travel agent, the program is built around a series of advertisements in regional editions of Life Magazine. The Indianapolis reception was the first of 10 such events scheduled during March, April and May in major U.S. market areas.

Each reception is being held about one week prior to the appearance of the ads in their respective market areas. Dom P. Coppolillo, PAI vice president-marketing, said this is "so we can give the agents posters and reprints of the ad to enable them to set up displays before Life hits the news stands."

Each reception includes a slide presentation emphasizing the role of the travel agent in promoting group



Joseph P. Minton, left, president of PAI, and Dom P. Coppolillo, vice president-marketing, discuss the "Facts of Life" with guests at the reception held March 3 at the Atkinson Hotel in Indianapolis. The "Facts of Life" is PAI's new merchandising program to promote group travel through travel agents.

travel.

The remaining receptions will be held in St. Louis, Minneapolis/St. Paul, Milwaukee, Chicago, Detroit, Cleveland, Pittsburgh, Columbus and Cincinnati.

Officials of the airline termed the initial reception a success. The turn-

out of travel agents invited was almost 100 per cent, and the event was covered by the local newspapers and television stations.

In attendance besides travel agents were representatives of state government and groups that often travel by charter plane.

RATE PAI TOPS IN RELIABILITY

"Although Purdue Airlines is one of the smallest of the 37 certificated or all-cargo air carriers, it had the highest record of departure reliability for 1968 and 1969" reports PAI President Joseph P. Minton.

The Airlines reliability rating, 95.36%, was determined by the United States Department of Defense (DOD). PAI operated 539 trips within the continental United States for the military in 1968 and 1969, experiencing only 25 delays that were considered controllable by the DOD.

The 95.36% reliability factor is significantly above the 86.92% overall average of all National Air Carrier Association supplemental airlines, as well as higher than the ATA carriers involved in charter activities within the United States. PAI flew about one-third of the total military charter trips flown during the 1968-1969 period, and was responsible for only 10% of the total number of delays.

The Company's gross revenue for 1969 was derived from only 30% military against 70% from commercial activities.

JET AGE CLASSROOM PROGRAM LAUNCHED

Ninety-two Indiana high school students were aboard the inaugural flight of the Jet Age Classroom, February 24, bound for a day of sight-seeing in the nation's capitol.

The Jet Age Classroom is the modern version of the high school field trip, utilizing the PAI jet fleet in lieu of the traditional train or bus. Innovator of this new idea in group travel for educational purposes is Imperial Educational Programs of Lafayette.

One of the highlights of the day's activities was a tour of the Capitol Building conducted by Congressman Earl H. Landgrebe. The students also visited many other famous historical sites.

The 92 students, one from each Indiana county, were selected in mid-February by the office of Superintendent of Public Instruction Richard G. Wells.

Governor and Mrs. Edgar D. Whitcomb; Mr. and Mrs. Wells; President of Purdue Airlines, Joseph P. Minton and Mrs. Minton; Dr. Lowell Rose, Executive Secretary, Indiana School Boards Association; Dr. Harmon Baldwin, Executive Secretary, Indi-

ana School Superintendents Association; and President of Imperial Educational Programs, Robert Q. Calloway and Mrs. Calloway accompanied the students.

For future flights, which can be booked through any accredited representative of Imperial Educational Programs, negotiations have been completed with a number of historical locations and industries where such programs are welcomed.



Indiana Governor Edgar D. Whitcomb, center, State Superintendent of Public Instruction Richard G. Wells, left, and PAI President Joseph P. Minton, right, are interviewed by an Indianapolis newswoman prior to the inaugural flight of the Jet Age Classroom, February 24. The three men accompanied 92 Hoosier high school students for a one-day tour of Washington, D.C.



MEET MR. SLOW PITCH

Mr. Slow Pitch is our new official weight ($6\frac{1}{2}$ — $7\frac{1}{4}$ oz.) slow pitch No. CN 12-SP softball: developed with the same rugged specs that give all our softballs that bounce back quality, hit after hit.

Our new No. CN 12-SP endorsed by the United States Slo-Pitch Softball Association joins our quality line of fast and slow pitch softballs. Ask your sporting goods dealer about Mr. Slow Pitch today. Or, clip the coupon.

And don't forget our famous No. CNR Corker Double Play ball. It's the one we re-cover free of charge when the original cover wears off.

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ALBANY, N. Y. 12211

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Please send catalog describing de Beer No. CN 12-SP and other de Beer Official Softballs. Also, please send 1970 Rules for:

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- ☐ Official Slow Pitch Softball

Name_____

Address_____

Name of Dealer_____

Address of Dealer_____

City_____State_____Zip_____

CONFERENCE PROGRAM

(Continued from page 12)

Mike Varanese, Lockheed Employees' Recreation Club, Burbank, Calif.
Charles E. Bloedorn, Goodyear Tire & Rubber Co., Akron, Ohio
John Gentile, TRW, Inc., Cleveland, Ohio
C. Ray Gillaugh, The National Cash Register Co., Dayton, Ohio
Edward M. Bruno, 3M Company, St. Paul, Minn.
Joseph F. Paille, Eastman Kodak Co., Rochester, N. Y.
Earl Schreiber, The Timken Roller Bearing Co., Canton, Ohio
Howard Golden, Metropolitan Life Insurance Co., New York, N. Y.
Clark W. Fishel, Texas Instruments, Inc., Dallas, Tex.

ASSOCIATE AND AFFILIATE N.I.R.A. SPORTS COUNCIL Century Room
Chairman—Jack McGrath, Hillerich & Bradsby Co., Inc., Louisville, Ky.
Summarizer—Dick Wilsman, S. C. Johnson & Son, Inc. Racine, Wisc.

Panelists:

John Haberern, Fitness Finders, Inc., Emmaus, Pa.
Dr. Frank B. Jones, The Athletic Institute, Chicago, Ill.
Leo Loeb, Jr., Ice Capades Inc., Hollywood, Calif.
Charles E. Giesey, National Rifle Ass'n of America, Washington, D.C.
Byron Matthews, American Machine & Foundry Co., Glendale, Calif.
Glenn V. Swengros, Fitness, Inc., Washington, D.C.
Gerald Corrigan, Amateur Softball Ass'n, Oklahoma City, Okla.
Dave Shanker, Saunders Manufacturing & Novelty Co., Cleveland, Ohio
Gordon Johnson, Goodyear Atomic Corp., Piketon, Ohio

N.I.R.A. TRAVEL COUNCIL ANNUAL MEETING Gold Room

Chairman—Patrick Green, Hilton Hotels Corp., Chicago, Ill.

Subject—NIRA Travel Council Activities

Summarizer—Mary Kennelly, American Tel. & Tel Co., New York, N. Y.

9:00 A.M. to 11:00 A.M.—WIVES' WALKING TOUR OF U.S. MINT

11:00 A.M. to NOON—EXHIBITS

Foyer

NOON to 2:00 P.M.—CONTINENTAL AIRLINES, AWARDS LUNCHEON

Grand Ballroom

Chairman—Art Conrad, Flick-Reedy Corp., Bensenville, Ill.

Keynoter—Wouter Van de Bunt, vice president—sales and service, Continental Airlines

2:00 P.M. to 2:45 P.M.—EXHIBITS

Foyer

2:45 P.M. to 4:00 P.M.—SEMINAR, "PROGRAM FOR OUTDOOR LIVING"

Grand Ballroom

Chairman—Ed Mitchell, U. S. Steel Corp., Gary, Ind.

1. "The Call of the Outdoors," Dr. George T. Wilson, Asst. Supt. of Schools, Milwaukee, Wisc.

R. N. Cleckner, Field Director, Bicycle Institute of America

2. "Family Camping along the Highway," Neil Pievy, Campground Div., Holiday Inns, Memphis, Tenn.

3. "Pharr Yarn in Action"

Denver Room

Narrator, William L. West, McAdenville Foundation, Inc., McAdenville, N. C.

4:00 P.M. to 5:00 P.M.—EXHIBIT HALL JAMBOREE

Foyer

7:00 P.M. to 7:30 P.M.—RECEPTION (No host)

Bar

7:30 P.M.—PRESIDENT'S DINNER-DANCE—SPONSOR, Dept. of National Health and Welfare, Government of Canada, Ottawa

Grand Ballroom

Chairman—President A. Murray Dick, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada

Keynoter—Hon. John Munro, Minister of Natl. Health and Welfare, Ottawa, Canada

Music—Jay Wieder and orchestra



Dr. Frank Jones



Dr. George T. Wilson

TUESDAY — MAY 26

8:30 A.M.—REGISTRATION

9:00 A.M.—ANNUAL MEETING AND ELECTION

Grand Ballroom

Chairman—A. Murray Dick, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada

Election Chairman—Ray Gillaugh, National Cash Register Co., Dayton, Ohio

11:30 A.M.—LEAVE HOTEL FOR TOUR

NOON to 1:00 P.M.—TOUR OF EXECUTIVE FITNESS LAB AT GATES RUBBER CO.

Chairman, Lloyd Smith, Gates Rubber Co.

Luncheon en route, courtesy of General Dynamics Recreation Ass'n, Worth, Texas

3:30 P.M. to 5:00 P.M.—TOUR OF U.S. AIR FORCE ACADEMY

Chairman—Norm Aubuchon, Air Force Finance Center, Denver, Colo.

5:30 P.M. to 9:00 P.M.—CHUCK WAGON DINNER AND WESTERN SHOW FLYING "W" RANCH

Chairman—Art Unger, Rec. Dir., City of Denver, Colo.

WEDNESDAY — MAY 27

8:00 A.M. to 11:00 A.M.—BOARD OF DIRECTORS BREAKFAST MEETING

Denver Room

Chairman—President Martha Daniell, Nationwide Insurance Co., Columbus, Ohio

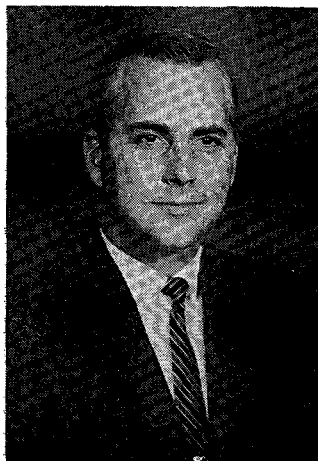
POST CONFERENCE TOURS—OVER NIGHT

1. Paradise Ranch, 19 miles west of Colorado Springs

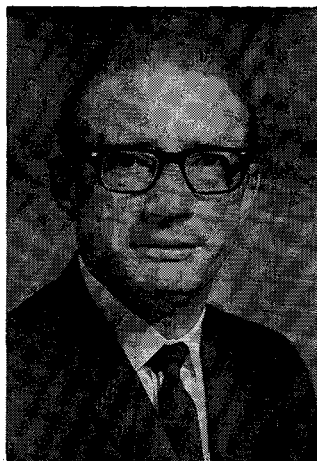
2. Vail, ski resort 110 miles west by bus

THURSDAY — MAY 28

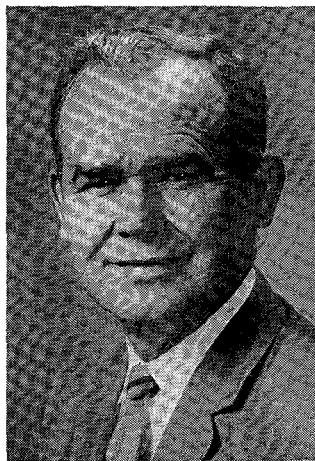
2:00 P.M.—RETURN TO DENVER FOR TRIP HOME



Don Hawkins



John Leslie



Maurice Arnold



Don K. Gardner

Let Them Entertain You



vely music for the Hoe Down will be supplied by the Rocky Starr group (above). Jay Wieder's orchestra will play at the President's Dinner Dance (below).



Jack Laetch (above) and his trio will play for the Sunday luncheon sponsored by the Denver IRA, and will accompany vocalist Paula Moore (below).



'Something For the Girls'

A varied schedule of activities has been arranged for women who will be accompanying their delegate husbands to the NIRA Conference in Denver. One of the highlights of the wives' program will be the Sunday afternoon tour of Larimer Square. Rich in the history of the Old West, this square has been re-built with interesting shops and boutiques on the original site of Denver's first bank, theatre, library, post office and dry goods store built in the 1860's. Among the many interesting shops

located there are: the Blue Bottle Tree (stained glass); Bowl and Board (wood and fur); Colorado's Own (crafts of Colorado); Deer Dancer (American Indian crafts); Heddlecraft (weaving); and Zoological (toys). Upon their return from Larimer Square, delegates' wives are invited to be guests of Mrs. A. Murray Dick, wife of NIRA's retiring president, at a Sherry Party in the La Petite Room of the Denver Hilton. During the Monday morning walking tour of the U. S. Mint, women will see coins being made, from pennies to half-dollars. The Denver Mint is second only to Fort Knox in its supply of gold bullion. Delegates' wives are also invited to attend such events as the Saturday evening Western Hoe Down; the Monday

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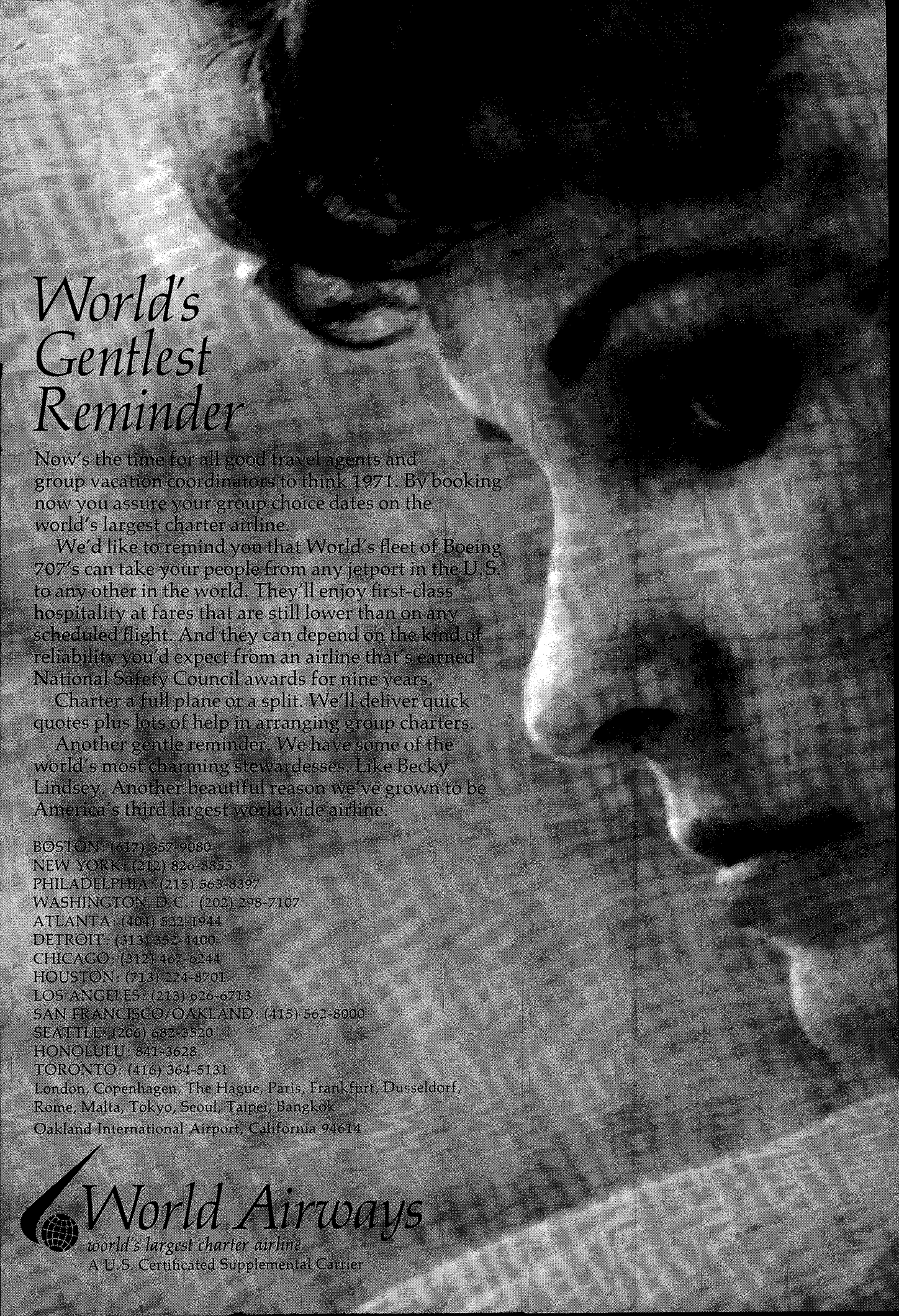
Benjamin makes it possible for everybody to participate in a variety of interesting shooting activities — despite sex, age or physique. A Benjamin is lightweight, quiet, accurate, with adjustable firing force and amazing peak power; has no recoil to disturb aim. Safe to use indoors or out. A very modest investment puts you in business.

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luncheon sponsored by Continental Airlines, NIRA's official coordinating carrier for the Conference; the President's Dinner Dance on Monday evening; the tour of the Gates Rubber Co.'s executive fitness lab — the Air Force Academy tour — and the Flying W Chuck wagon supper and Western Show — all on Tuesday. The Post Conference trips to Vail and Paradise Ranch will, of course, be open to women, and many special events are being planned for them on both these tours.

Gas lamps add to the charm of this arcade in historic Larimer Square.



World's Gentlest Reminder

Now's the time for all good travel agents and group vacation coordinators to think 1971. By booking now you assure your group choice dates on the world's largest charter airline.

We'd like to remind you that World's fleet of Boeing 707's can take your people from any jetport in the U.S. to any other in the world. They'll enjoy first-class hospitality at fares that are still lower than on any scheduled flight. And they can depend on the kind of reliability you'd expect from an airline that's earned National Safety Council awards for nine years.

Charter a full plane or a split. We'll deliver quick quotes plus lots of help in arranging group charters.

Another gentle reminder. We have some of the world's most charming stewardesses. Like Becky Lindsey. Another beautiful reason we've grown to be America's third largest worldwide airline.

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DETROIT: (313) 352-4400

CHICAGO: (312) 467-6244

HOUSTON: (713) 224-8701

LOS ANGELES: (213) 626-6713

SAN FRANCISCO/OAKLAND: (415) 562-8000

SEATTLE: (206) 682-3520

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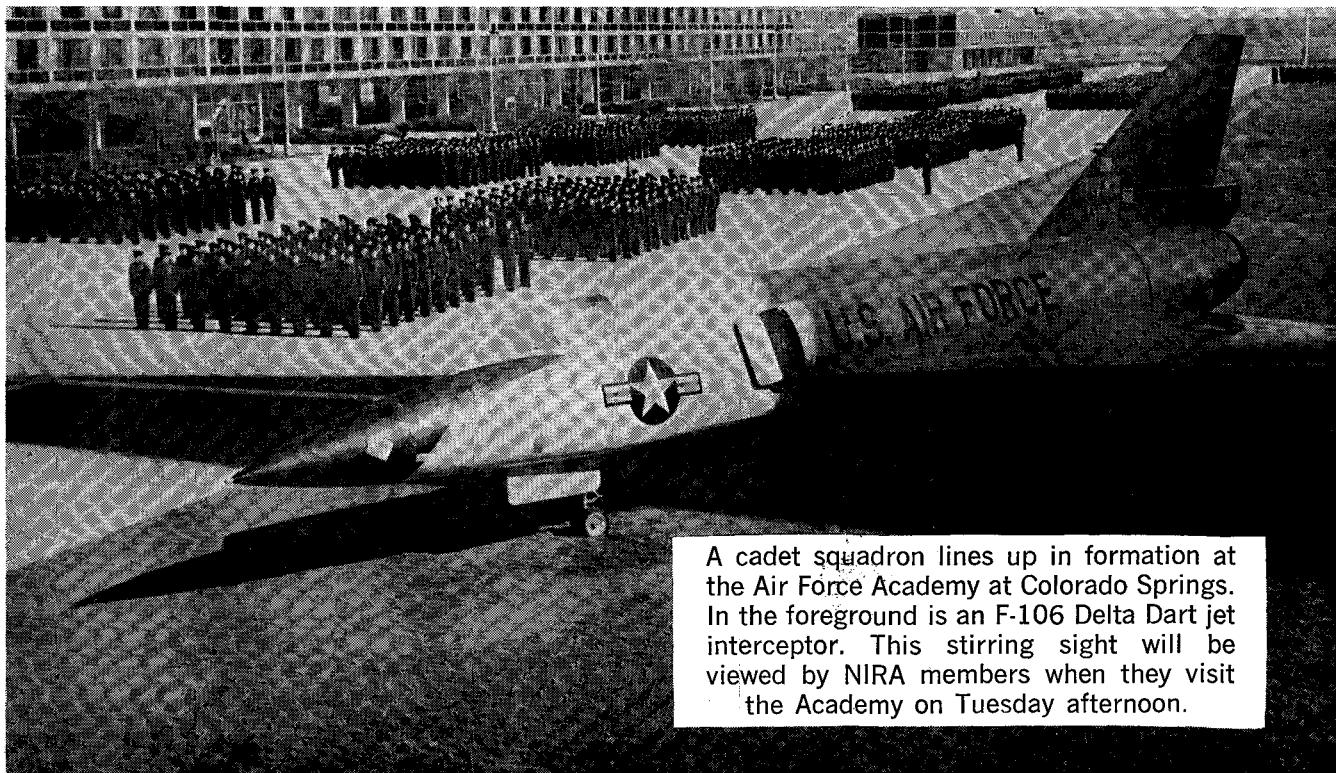
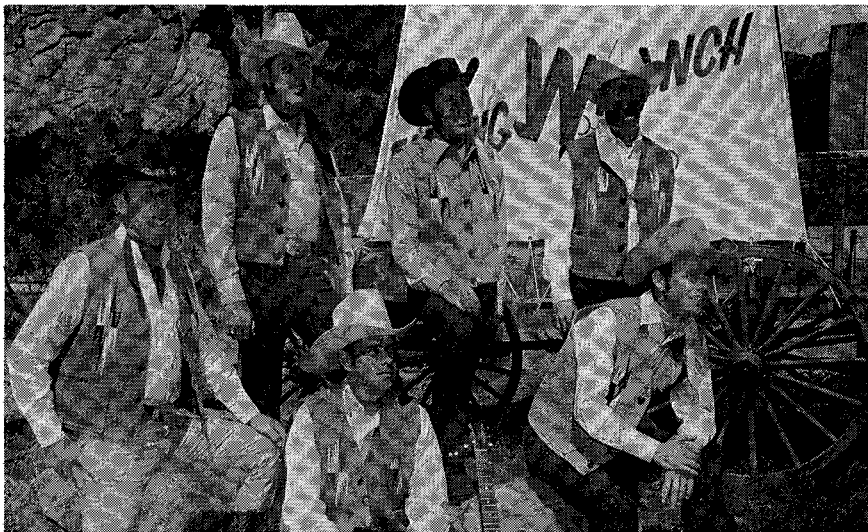
Conference Finale — Visit to Flying W

The Flying W Wranglers (below) and Taos Indian dancers like the one at right are waiting to entertain NIRA delegates and their families on their visit to this working ranch in Colorado Springs. This side trip will be the Conference finale on Tuesday evening, May 26.

A chuckwagon-style dinner will be served, followed by an original Western show.

There will be time to visit other features at the ranch . . . the Indian village, mine tunnel, three-story pueblo, blacksmith shop, dry goods store, boots and leather shop and art gallery.

The evening will be a real Western treat for NIRA families — one that will be long remembered!



A cadet squadron lines up in formation at the Air Force Academy at Colorado Springs. In the foreground is an F-106 Delta Dart jet interceptor. This stirring sight will be viewed by NIRA members when they visit the Academy on Tuesday afternoon.

SWIMMING MEET

Continued from page 71

Judges' signed result cards stating their choice of places in the race. With the assistance of the chief timer, the chief judge determines the official order of finish and the official winning time.

4. There are two different methods of timing a meet — either with three timers for each lane or with three official timers and two alternates who determine the winning time only.

It is more practical to use the latter method. This lessens the burden of the chairman who must recruit officials, it demands fewer watches, it diminishes congestion on the deck and it reduces paper work at the officials' table.

5. The CLERK OF THE COURSE must get each competitor onto his starting block in the best way possible. The most efficient and popular method is one which uses two groups of chairs or benches. The clerk informs the announcer that the swimmers for the next event should report. The announcer calls for the competitors and directs them to report to the clerk of the course. The clerk meets the competitors at the first group of chairs.

Each chair is numbered to correspond with a lane. The clerk assigns each swimmer to his respective seat and checks his name as having reported.

6. The SCORER and his assistant sit at the officials' table and record the final result of each event.

7. A good meet ANNOUNCER is essential — and he must have a public address system to inform competitors,

officials, coaches and spectators throughout the meet.

8. RUNNERS pick up result cards from officials and take them to the respective chief officials.

One of the most popular arrangements is the use of several youngsters around the age of eight or nine. One youngster is designated to collect all cards from the timers, while another picks up result cards from the judges.

THE SPECTATOR

The enjoyment of a swim meet by a spectator doesn't just happen. It must be planned.

A spectator must have *visual* access to the pool if he is going to become interested in the races.

He must know what is happening in the pool. Every meet should have some sort of written program which lists the order of events, the records for these events and any other pertinent information which would be of benefit to the person in the gallery. The program may be a simple mimeographed paper listing the order of races, or it may be more elaborate.

A cardinal rule to observe when running a swimming meet is "keep the swimmers and spectators separated."

Most pools have spectator seating in a balcony with an outside entrance. If a pool does not have this feature however, rope off a pathway to the seats.

Presentation of awards to winners can benefit a great deal from the imagination of the meet chairman. Although medals and ribbons are traditional, flowers make unusual and impressive symbols of achievement for women.

The victory stand consisting of a

three-level platform is an effective prop for a meaningful award presentation. The winner stands on the highest level, runner-up on the second level, etc. Its construction may . . . consist of five or six inverted soda pop cases covered with a cloth.

Lighting effects may also be used for dramatization.

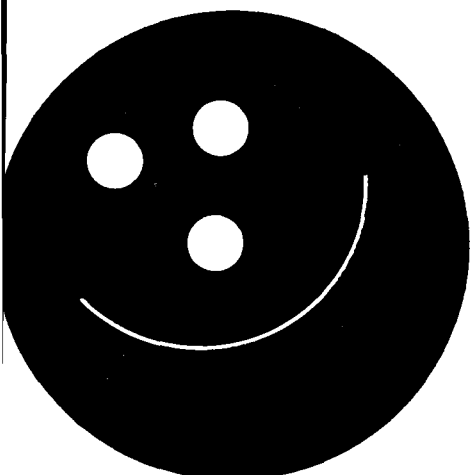
DIVING COMPETITION

Diving may appear at three places in a meet — before, during, after. One of the advantages of having the diving before or after is that it relieves considerable pressure on the diving committee because of time.

It allows the competition to be held in a less congested natatorium, and enables diving fans to watch and then leave without disturbing other spectators.

Perhaps most significant is that it doesn't lengthen the meet to the point where time for eating and resting becomes a major problem for swimmers.

A separate diving meet has many advantages. The greatest is flexibility. A diving meet can be held wherever there is a regulation board, regardless of the shape of the pool.



ABC

The nation's industrial recreation leaders have long recognized that ABC league play adds dimension to their spare time programs. ABC is grateful for the many years of support by industry.

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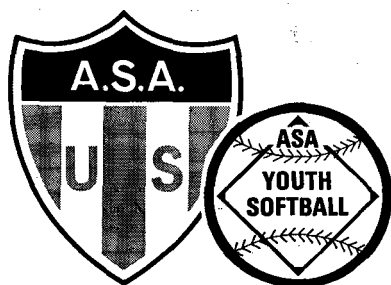
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- Emblem and trophy awards available to all members at tremendous savings.
- Material on "How to Construct a Backstop", "How to Skin an Infield", "Preseason Softball Training", and many more interesting and informative articles, available without charge.
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ASA FILM LIBRARY

ASA makes available a series of films produced 1961-69, covering various Men's and Women's National and International championship tournaments, both Fast and Slow Pitch and including recent World Championships. Also films on ASA Youth Softball Program, and an instructional film for Softball Umpires.

For information on securing the use of the ASA films, facts about the ASA program and how to obtain membership, and the names of State and Metro Commissioners, write to AMATEUR SOFTBALL ASSOCIATION, 4515 N. Santa Fe, Oklahoma City, Okla. 73118. There are over 100 State and Metropolitan ASA Commissioners, and several thousand District and Deputy Commissioners are serving on a volunteer basis. These commissioners are selected from leading recreation and sports leaders.



Rustic, Alpine atmosphere adds to the charm of Vail, Colorado—one of the sites of the optional Post Conference tours.

POST CONFERENCE TOURS OFFERED

Delegates to the Denver Conference this year can extend their Western trip by taking advantage of one of the overnight Post Conference tours — either to the famed ski resort of Vail or to Paradise Ranch, west of Colorado Springs.

The fee of \$40.76 for Vail — \$30.28 for Paradise Ranch — includes the cost of transportation to and from Denver; excellent accommodations in one of Vail's beautiful hotels or modern Paradise Ranch; meals; and special parties and other affairs arranged specially for delegates and their families.

During the winter Vail is well-known for its skiing facilities, but at any season its quaint charm attracts visitors from all over the country. In a Swiss alpine setting, it is a community of European clock towers and terraces, narrow and colorful streets winding between attractive chalets, congenial bier stubes, as well as many attractive cafes and shops.

While the beautiful scenery at Paradise Ranch has not changed since the days of the old West, guests are not required to "rough it." The rustic lodge and guest cabins are equipped with all modern conveniences. Activities available include horseback riding, fishing, swimming, games of all kinds — and sightseeing in authentic stage coaches drawn by teams of horses.

**What a coincidence!
You're flying to
Denver
for the
29th Annual NIRA
National Conference
and Exhibit
May 23-26.
So are we.**

And many of your fellow conventioners will
be going with us.

You'll enjoy it more if you fly with
your friends.

And don't forget to visit TWA's booth #21.

**SOMEHOW, YOU FEEL
MORE IMPORTANT ON TWA.**

When A. Murray Dick took over the gavel from Ken Kellough in St. Louis on June 9, 1969, NIRA gained more than just a new president — it gained an entire "First Family" of NIRA boosters.

Doris Dick is almost as well known to the membership as her distinguished husband — and the Dick daughters have grown up with NIRA, never missing a convention if these lively youngsters could help it!

The presidency of NIRA has been the culmination of many years of time and effort on the part of President Murray, who has served in many different capacities through the years.

The Association has always benefited from his organizational ability and executive capacity for getting the job done — quickly and efficiently.

His year as president of NIRA has seen him as the "man in motion" — traveling to many meetings, tournaments and conferences. He attended, for example, last year's golf and bowling tournaments — regional meetings in New York, Minneapolis and Milwaukee — the last two Western conferences — and countless other affairs.

Perhaps with his term of office as president over, he'll be able to spend more time on his unique hobby — model home designing!

Murray Dick has brought honor to his firm — Dominion Foundries and Steel, Ltd., where he has worked since 1936 — and to his country as well.

He is the first Canadian citizen to hold the office of president of NIRA — and in his honor, the Minister of National Health and Welfare, Government of Canada, Ottawa, the Hon. John Munro will attend the president's dinner-dance at the Denver Conference, to sponsor this event.

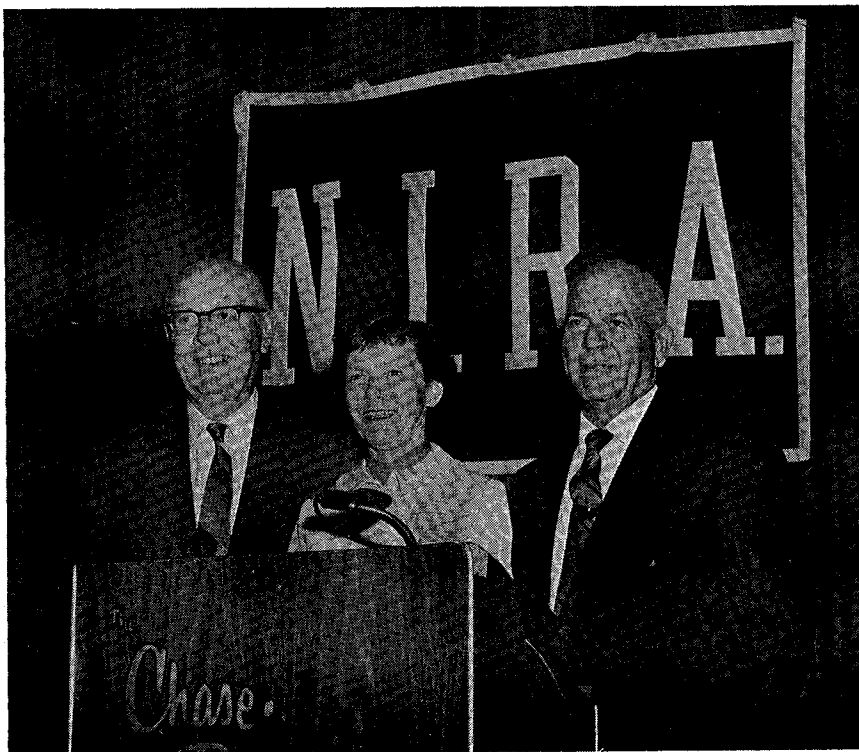
It is interesting to note that the incoming president will mark another "first" for NIRA when Martha Daniell of Nationwide Insurance Co., Columbus, Ohio, becomes the first *woman* president of the Association.

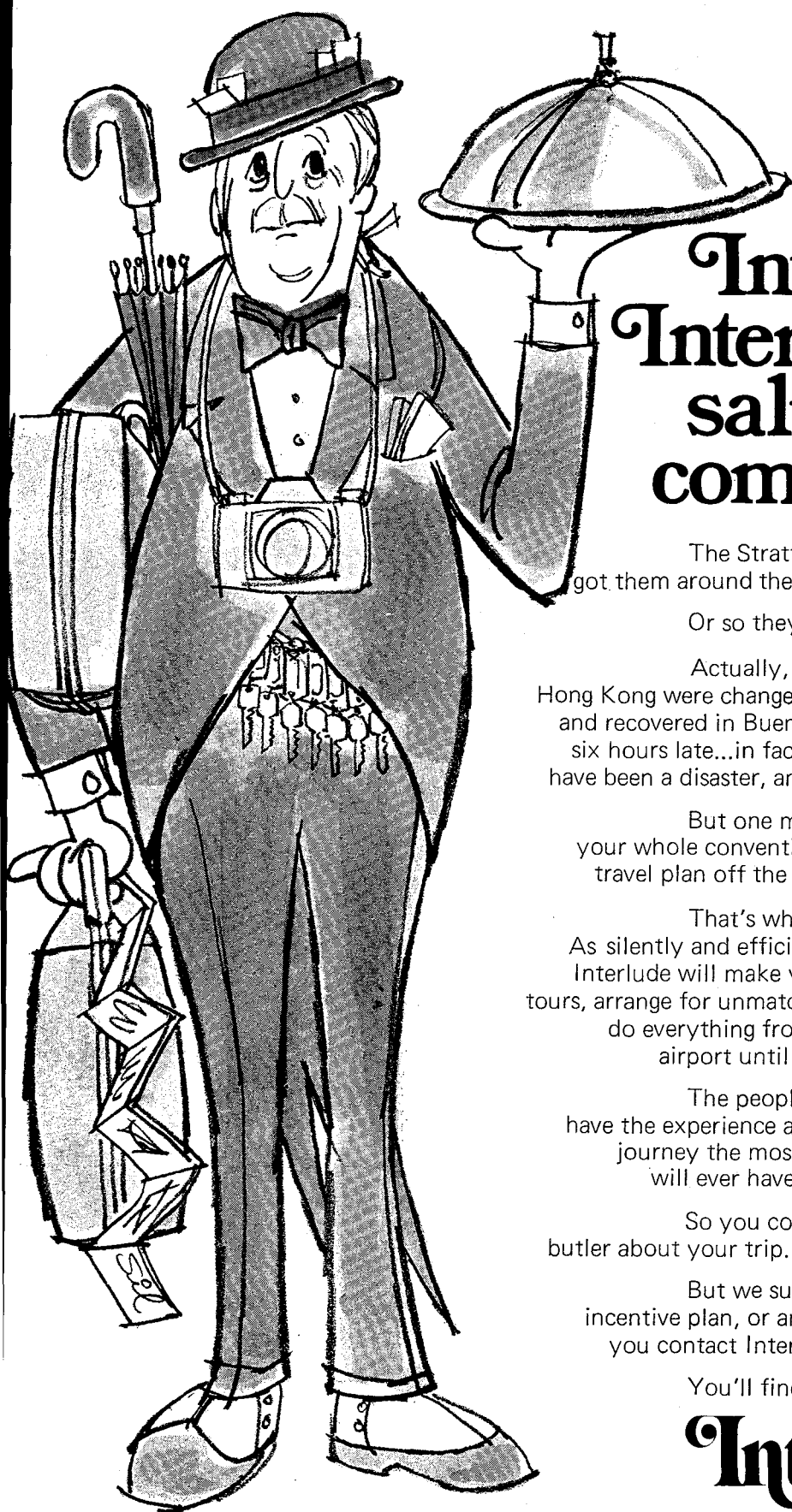
President Murray Dick has made many friends this year for NIRA — and for his country. A grateful membership extends its thanks to him — and to his fine family for sharing him with us—and wishes them "Godspeed!"

Top right photo, President Dick presents Helms trophy to Arthur Conrad, Flick-Reedy. Center, his year in office agreed with him it's apparent in this latest photograph! Bottom, President Dick poses with President-elect Daniell and past President Kenneth Kellough.



A. Murray Dick Completes A Busy Year





Interlude International salutes its competition

The Stratford's butler
got them around the world without a single hitch.

Or so they thought.

Actually, the hotel reservations in
Hong Kong were changed three times, a suitcase was lost
and recovered in Buenos Aires, their plane home was
six hours late...in fact, without him the trip would
have been a disaster, and they never even suspected it.

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do everything from the time you get to the
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have the experience and the imagination to make any
journey the most memorable one your group
will ever have.

So you could talk to the Stratford's
butler about your trip.

But we suggest that for a convention,
incentive plan, or any group travel, large or small,
you contact Interlude International.

You'll find there's really no competition.

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NIRA NEWSLETTER

In Memoriam



NIRA members were saddened last month to hear of the sudden passing of Bert Granville, CIRA, Supervisor of Recreation, McDonnell-Douglas Corp., St. Louis.

Bert, who was 63, had long been active in the profession, both locally

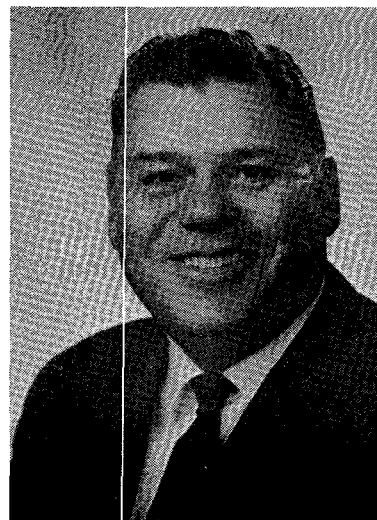
and on a nation-wide basis. Last year, he served as co-chairman of the 28th annual NIRA Conference in St. Louis.

One of the founders of the St. Louis Recreation Council, Bert was president of this group from 1961-'67. He had also been a member of the board of directors of NIRA and was former state chairman of the Missouri Recreation Ass'n and conservation groups.

After his graduation from George Washington University with a B.S. in Physical Education, Bert entered show business as a singer in 1933.

In 1943 he joined McDonnell-Douglas Corp. as Recreation Assistant, while in 1945 he took over the job of Supervisor of Recreation.

in recreational leadership at the University of Minnesota.



NEER LEAVES NIRA

NIRA President, A. Murray Dick, has regretfully announced that Executive Director Don Neer is leaving the Association to take a new position as Executive Director of the California Parks and Recreation Society.

Don has been with NIRA since 1955, and in those 15 years he has been NIRA's official representative and the voice of industrial recreation. He has seen NIRA grow into one of the leading forces in the sports-recreation world.

A native of Aberdeen, South Dakota, Don received his B.S. and M.S. degrees

From 1946-'48 he served as recreation director for St. Cloud, Minn.; from 1948-'49 in the same capacity for Zanesville, O.; from 1950-'54 as sports and recreation director of the U. S. Junior Chamber of Commerce in Tulsa, Okla.; and in 1954-'55 was field representative for the National Golf Foundation in Chicago.

Don, his wife Ruth and their children officially become Californians on May 1, with residence in Fresno.

His successor will be announced at the NIRA board of directors in the near future. In the meantime, NIRA members join with the staff of *Recreation Management* in wishing Don and his family the best of luck — and success — as Californians!

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center of
the world!**

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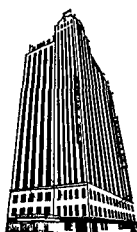
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Fifty-five members of the Industrial Recreation Directors Association of New York were recent guests of Prudential-Grace Lines, for an evening that included cocktails, dinner, floor show and dancing aboard the cruise ship, Santa Paula. Winner of a silver tea set was Kay Colburn (at left) of the N. Y. Telephone Co. Presenting this door prize is Mrs. Spyros S. Skouras, wife of Prudential Grace Lines' president. Looking on are Ray and Fred Weck, who are associated with Prudential Grace Lines.

WHO'S NEW?

... at Cummins Engine Co., Columbus, Indiana, Charles W. (Chuck) Wilt now Recreation Director. A 1965 graduate of Indiana University with a



Charles Wilt

... degree in Recreation Administration, Chuck was former Director of Recreation for the city of Kent, Ohio — also supervisor of Recreation for Toledo, Ohio. He replaces Robert E. Eppler, who is now with the midwest branch of Leisure, Inc.

B Going Places?

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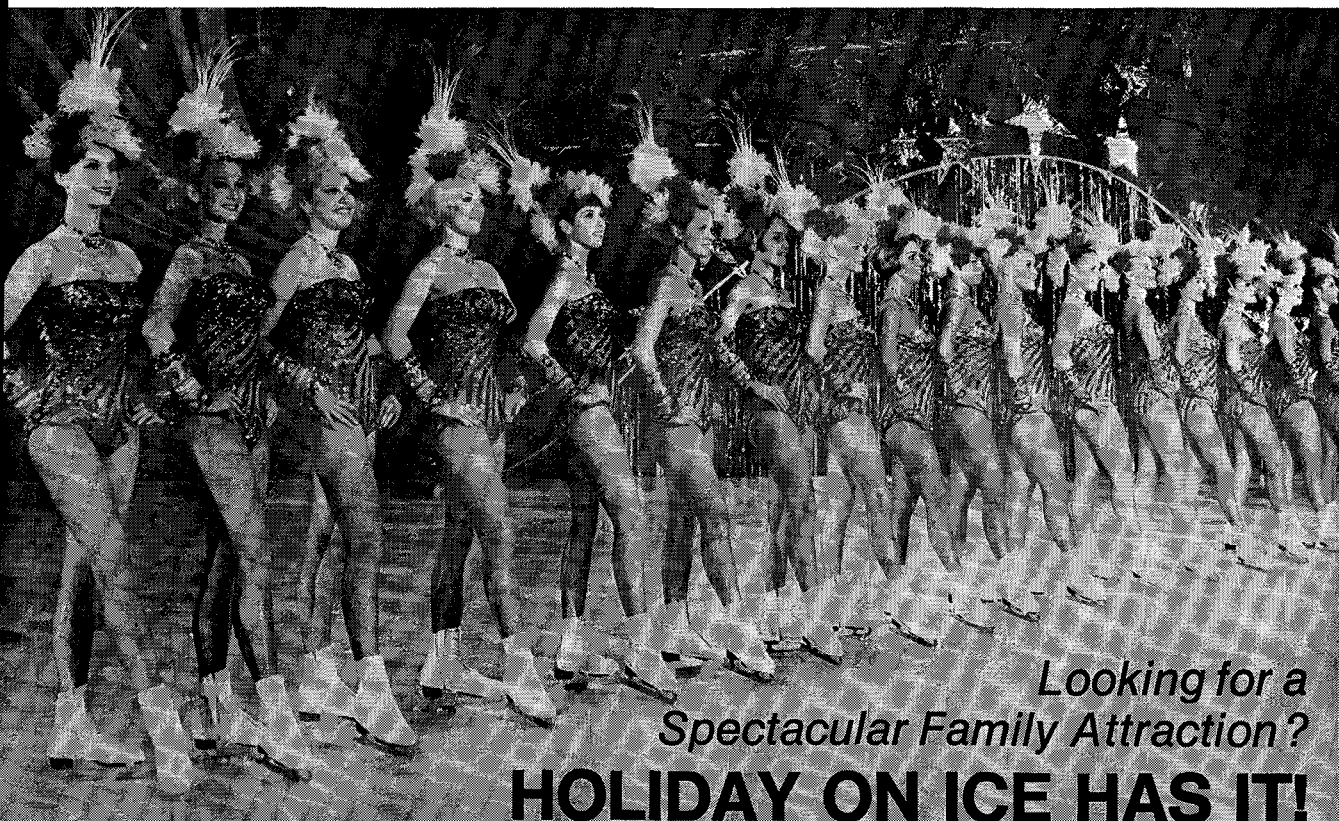
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Pick a spot. Any spot. If it's in North America, chances are Universal flies there. Whether it's New York, Miami, Dallas, Mexico, Hawaii, or Las Vegas.

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And, of course, at savings your group

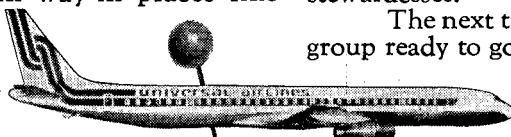
could never get from the well-known airlines. So they can spend their extra money when they get where they're going. Instead of just on getting there.

What else will your group get besides door-to-door service?

The best of the jet age—attractive cabin decor—elegant food service—charming, professionally trained stewardesses.

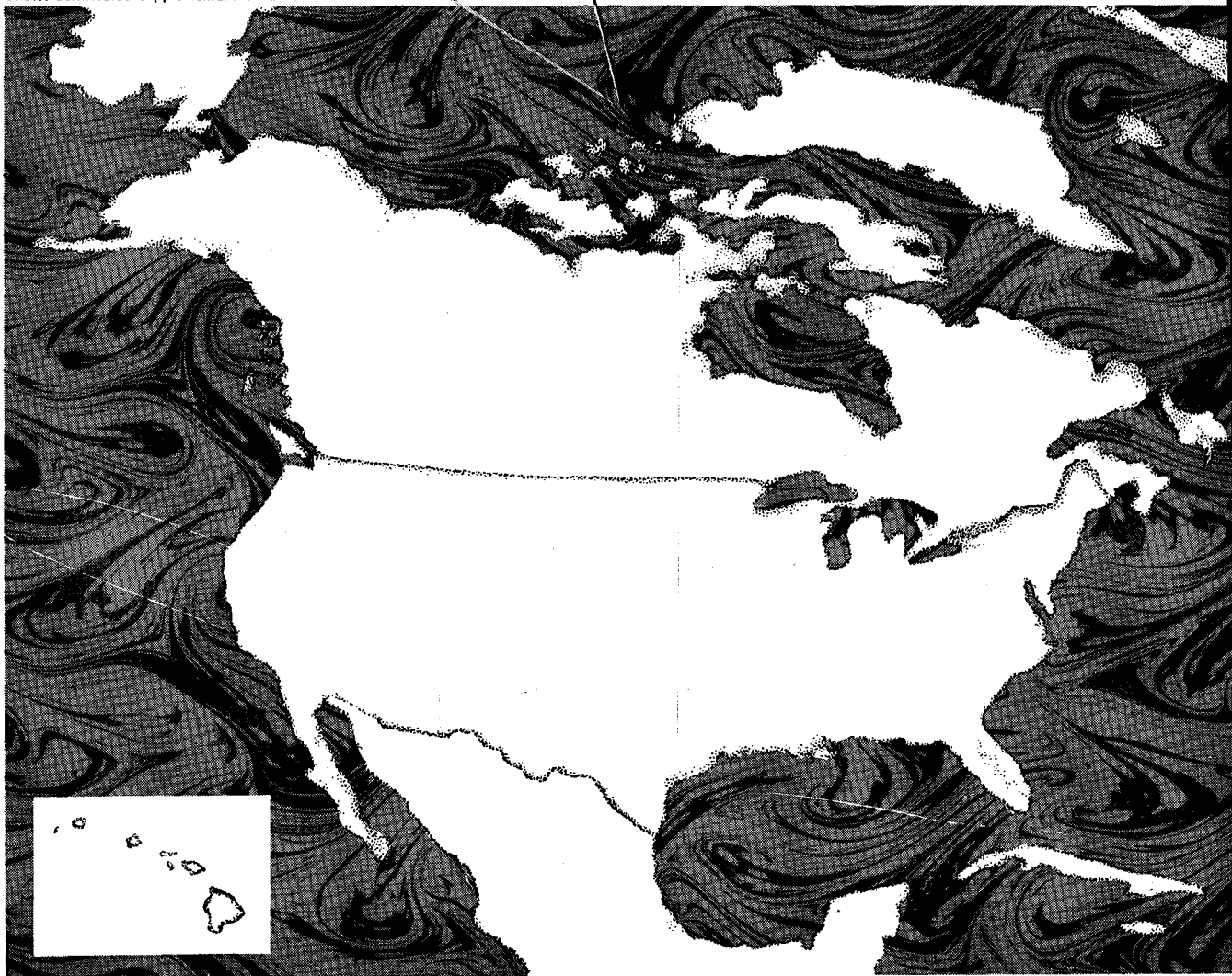
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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

LACES & EVENTS

ARA SERVICES has been named to operate all food and beverage concessions in the Houston Astrodome. Serving eight million customers daily, ARA serves many industrial firms, colleges and universities, as well as hospitals, and operates gourmet restaurants at Lincoln Center in New

York and in the John Hancock building in Chicago.

THE SMITHSONIAN Institution will sponsor its fourth Festival of American Folklife July 1-5 on the National Mall in Washington, D.C.

Craftsmen, musicians and dancers representing various states will demonstrate the living ethnic cultures existing in America.

1970 DATES — NATIONAL SOFTBALL CHAMPIONSHIPS

Women's Fast Pitch
Stratford, Conn.
August 7-14

Men's Fast Pitch
Clearwater, Fla.
September 11-18

Industrial Slow Pitch
Jones Beach, N. Y.
September 3-7

Open Slow Pitch
Southgate, Mich.
September 3-7

Women's Slow Pitch
Parma, Ohio
September 3-7

16-Inch Slow Pitch
Waukegan, Ill.
September 4-7

NATIONAL ALL-STAR SERIES

Women's Fast Pitch
Orange, Calif.
July 17-18

Men's Fast Pitch
Stratford, Conn.
July 10-11

Amateur Softball Ass'n Rule Changes — Effective January 1, 1970

The 1969 Official Rules will be used in 1970 except for the following changes:

FAST PITCH AND SLOW PITCH

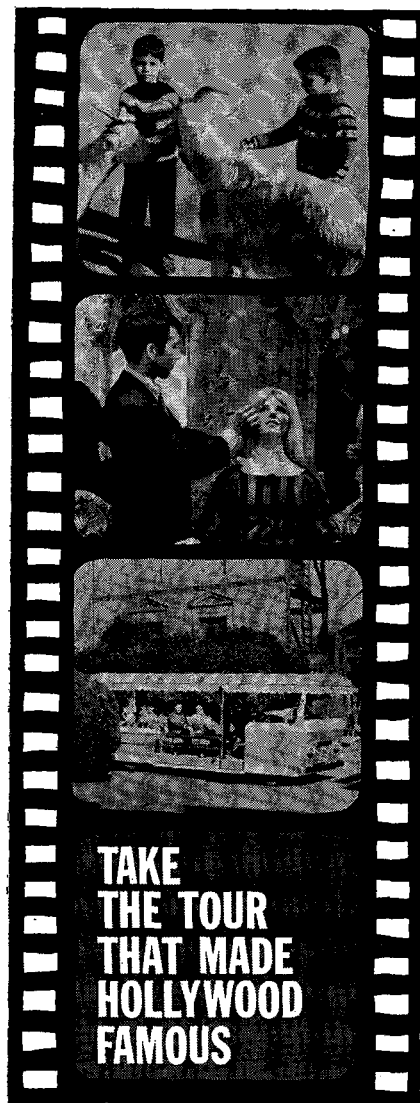
Rule 2, Section 1 — The metal bat will be official.

SLOW PITCH

Rule 6, Section 1 — add "there shall be no stop or reversal of the forward motion."

The official diamond for men shall have **60 feet** baselines in 1970.

In the best interest of the Slow Pitch game, the previous option of the 65' base length has been rescinded.



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SUMMARY • 1969 PHOENIX RECREATION ACTIVITIES 1969

ACTIVITY	PARTICIPANTS	HOURS
SPORTS	69,004	172,274
Basketball	4,560	7,020
Bowling	37,562	96,856
Softball	17,156	26,384
Golf	11,780	42,014
SPECIAL EVENTS	31,460	88,916
Flair Course	25	200
Industrial Rodeo	200	800
Legend City Day	1,500	6,000
Phx. Basketball	550	1,100
Phx. Baseball	150	300
Magma Shooting	175	696
Theatre Sales	1,500	4,500
Kiddie Show-Qtr.	4,800	7,200
Kiddie Show Christmas	22,000	66,000
Picnic-Labs-Depts.	500	2,000
Christmas Tree Decorating	60	120
SOCIAL EVENTS	13,450	22,700
Sweetheart Dance	500	2,400
Western Dance	750	3,000
Fall Dance	1,100	4,400
Socials	600	2,400
Western Wk. Activities	10,500	10,500
CLUBS	13,882	40,644
Amer. Legion	132	264
Band	208	832
Billiards	660	1,320
Bridge	570	2,280
Camping	160	480
Chess	240	960
Circle M Riders	250	500
Finance	160	480
Fireman	600	2,400
Foreman	3,000	12,000
Political Science	3,000	6,000
Press	320	1,120
Recreation	480	1,920
Rifle-Pistol	500	2,750
Tennis	1,280	3,200
Trap/Skeet	1,310	2,620
Toastmasters	1,012	1,518
MISCELLANEOUS	7,700	20,300
Service Club	700	2,800
Theatre Parties	7,000	17,500

TOTAL PARTICIPATION	137,550
TOTAL HOURS	344,834

Motorola Employees Man Hours Measure

"Something for everybody" seems to be the philosophy of the recreation program at Motorola, Inc., Scottsdale, Arizona, under the direction of Charles Placek, Jr. . . . and this was most evident at the 8th annual installation banquet of the company's Recreation Ass'n.

Statistics were compiled and presented at this dinner, showing the participation of Motorola employees during 1969 in the various phases of the company recreation program — and the totals were impressive.

The figures showed 137,550 employees participated in some form of the company's recreation program during the year, spending a total of 344,834 man-hours — compared to the previous year's 103,376 employees and 269,100 hours.

The most popular activity by far in 1969 was sports, with 69,004 participants who were involved for a total of 172,274 hours. The breakdown shows bowling involved more Motorola employees than any other sport; followed by softball, golf and basketball in that order (see chart).

Special events were a favorite form of extra-curricular activity for many employees — 31,460 of them, to be exact — who spent 88,916 man-hours at projects ranging from organizing Kiddie Show to decorating Christmas trees.

Employee clubs proved popular at Motorola in 1969 — 13,882 employees belonged to them and devoted 40,644 hours to activities involving the various groups. Two of the best attended were the Foreman's and Political Science Clubs.

A good time was had by all the 13,450 Motorola employees who took part in the company's social events during the past year — spending 22,700 man-hours attending various dances and Western Week activities.

Director Placek's schedule for 1970 should attract participation from even more employees during the coming year — with such activities as cooking school, knitting classes, slim gym course, an art show, and a variety of interesting excursions and vacation tours.

Whatever you want in the world can be found at the American Express booth at the NIRA Exhibit.

Let the world's largest travel company arrange your employee travel program.

Where does your group want to go?
How do they want to travel?
How long do they want to stay?
What do they want to spend?

If you can answer these questions,
American Express can plan your trip. If you
can't, we'll help you figure them out.

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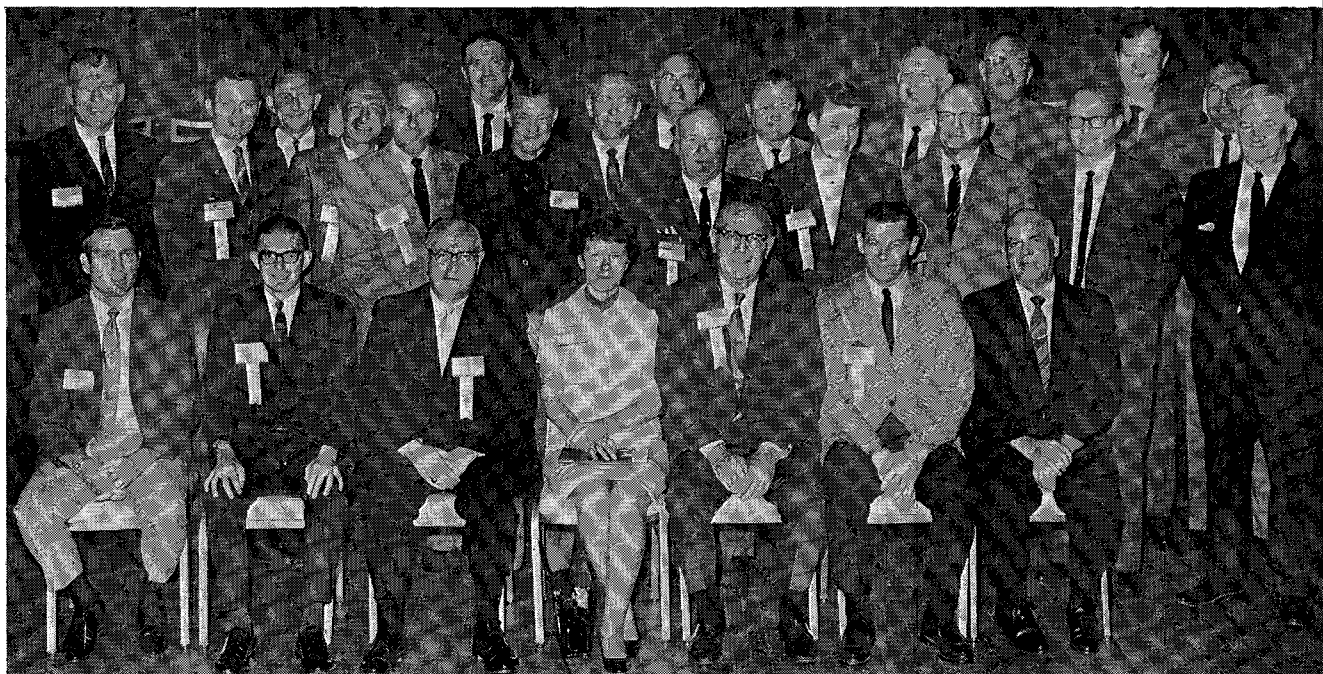
Let them handle yours. Stop by
Booth 23-24 at the 29th Annual NIRA Con-
ference and Exhibit in the Denver Hilton
from May 23rd to the 26th. We're looking
forward to meeting and talking with you.

Or if you aren't going to the convention,
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Just after their election at the 1969 St. Louis Conference, this is how NIRA's board appeared. Seated (right to left): Kenneth Kellough (past president), North American Rockwell Corp.; Richard Wilsman (vice president), S. C. Johnson & Son, Inc.; A. Murray Dick (president), Dominion Foundries & Steel Co.; Martha Daniell (president-elect), Nationwide Insurance Co.; Arthur Conrad, (vice president) Flick-Reedy Corp.; Frank Barnes (vice president) Xerox Corp.; Gary McCormick (vice president), The Salt River Project. Standing (right to left): Edward Mitchell, U. S. Steel Corp.; Edward M. Bruno, 3M Co.; L. L. Jarl, General Dynamics/Ft. Worth; Charles Placek, Motorola, Inc.; Fred Canaday,

General Motors Corp.; Otto Seibel, Concordia Publishing House; McClure, Lockheed-Georgia; Joseph Lannan, Manufacturers Life Ins. Co.; William West, Jr., Pharr Yarns, Inc.; G. LaGrave, Canadair Ltd.; M. Varanese, Lockheed-Burbank; Fred Wilson, Scovill Mfg. Co.; Dale Shaf, Delco-Remy Div. GMC; Robert Bauer, Armco Steel Co.; John Gent, TRW, Inc.; Ted Scandurra, Equitable Life Assurance Society of the U. S.; C. James Moyer, Eastman Kodak Co.; Robert Eppler, Cummins Engine Co.; and John Tutko, USAF, Secy. of the Air Staff. (Howard Hona, Faultless Rubber Co., and Director of Research, Gordon Starr, were sent when this picture was taken.)

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Recreation Director: Muscatine, Iowa. Population 23,000. Recreation Degree and two years' experience required. This will be the first Recreation Director so a man could set up his own program from scratch. A great challenge. Salary range \$10,500-up depending upon experience. Send resume to Muscatine Park Commission, City Hall, Muscatine, Iowa 52761.

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Experienced Recreation and park director seeking position in industrial recreation administration. B.S. and M.S. in Recreation. Broad experience in field. Acceptable starting salary, \$18,000.
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Young man seeking position with growth potential in the field of Industrial Recreation. Will obtain B.S. degree in Health, Physical Education and Recreation in May, 1970. Has experience in almost all facets of recreation. Interested in Region 6 positions. Salary open.
Box 219 — RECREATION MANAGEMENT

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Ever get that sinking feeling of failure while taking a test?

Mrs. X. of Guildford, England, did. While taking her driver's test, she drove the car into a river seven feet deep.

Mrs. X — she refused to give her name — took the test in her husband's new car.

"The examiner had to be taken home — he was in a state of shock," said an official at the testing center.

Did she fail her driving test?

Said the official, "We don't know yet — she didn't finish it."

— *Reprinted from the Midwesterner*

MISCELLANEOUS

New solid state golf balls, indestructible N.G.A. approved; \$3.45 dz. Rejects excellent condition \$2.25 dz. Championship tennis balls \$3.25 dz. Send for brochure. The American Co., Merrick, L. I. 4, New York 11566.

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In one capacity or another UBS is now serving most major industrial and commercial institutions and/or organizations in both the United States and Canada.

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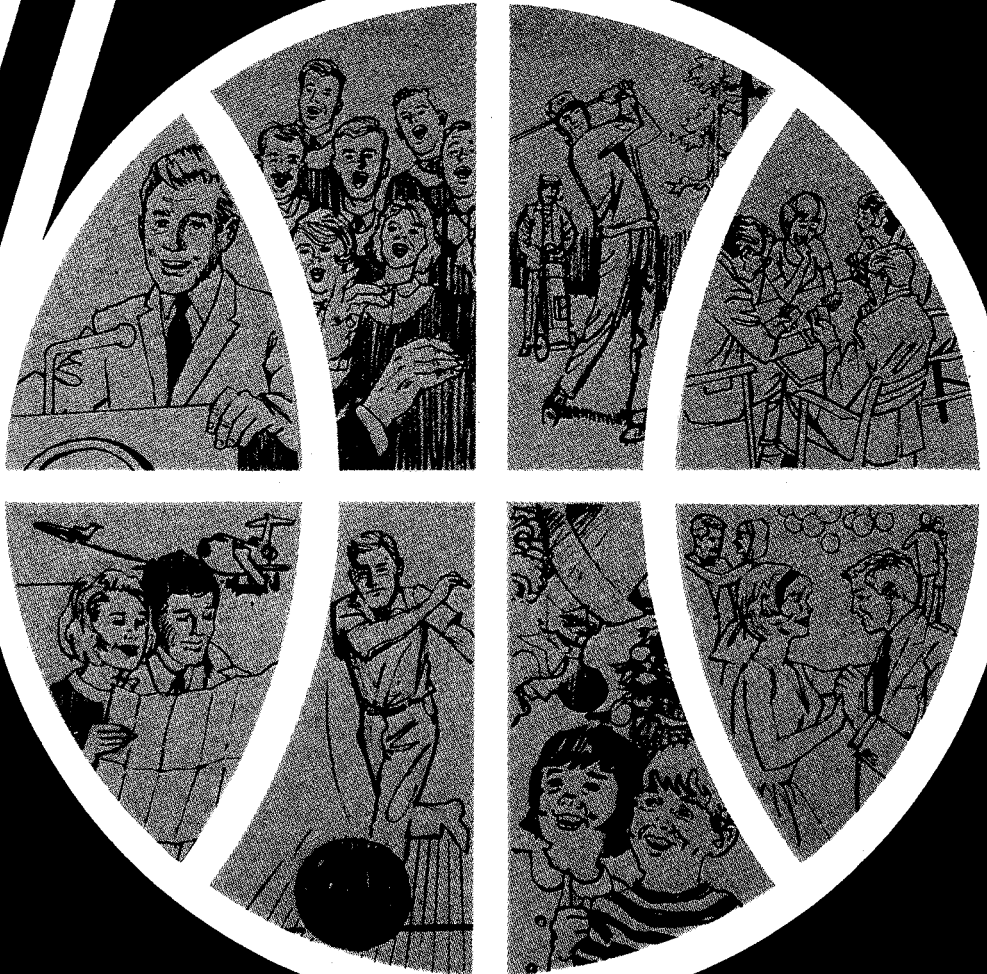
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ERTHA DANIELL *Personnel Activities, Nationwide Insurance Company, Columbus, Ohio*



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Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

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ABOUT OUR COVER

With her election as president of NIRA at the Denver Conference, Martha Daniell of Nationwide Insurance becomes the Association's first woman president. This issue of **Recreation Management** is devoted to — and dedicated to — her, and to all the other women who have done such a fine job in the field of industrial recreation over the years

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NE/JULY 1970

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NE-JULY, 1970

The Role of Women In Industrial Recreation

In the field of industrial recreation, opportunity for women is not a novelty — nor a "Joanie-come-lately" type of movement.

Many women hold positions of responsibility in planning recreation programs for employees of NIRA member-companies.

Outstanding example of the regard in which women in this field are held is the election of Martha Daniell, (CIRA) Personnel Activities Division manager for Nationwide Insurance Co., Columbus, O., as president of the National Industrial Recreation Association for 1970-'71.

A graduate of Ohio State University with a B.S. and M.A. degrees, Martha also studied recreation at the American University, Washington, D.C., and served overseas for two years with the American Red Cross as assistant program director, and club director and supervisor.

She was a supervisor in the public school system before she joined Nationwide Insurance in August of 1950.

Her present position with the company also carries the title of director of Nationwide Insurance Activities Association, Inc., and other employee programs.

She is a member of the Soroptimist Club of Columbus and the Columbus Industrial Recreation Association.

For many years, Martha has been an active member of NIRA, serving in a variety of capacities, culminating with her recent election as president for 1970-71.

"I consider this a real challenge," she said when discussing her new job of heading NIRA, "a challenge to help the Association realize its most service-filled year.

"As recreation administrators," she continued, "we all recognize our need for NIRA as an educational medium to aid us in anticipating the leisure time needs of our employees.

"Increased services will be our

number one objective this year. This can be accomplished most successfully with a participating membership."

Another active NIRA member on the distaff side is Lil Lockenvitz, activities coordinator for the home office and Illinois regional office of State Farm Insurance Companies in Bloomington, Illinois.

She has participated in panels, attended workshops, and was awarded her CIRA pin at the Denver Conference.

Lil has been with State Farm for 23 years, and supervises between 70 and 80 events each year for the company's 3,000 employees and their families. Not only does she plan and supervise these activities — but she manages to attend almost all of them!

"I know my job is an important one for several reasons," says Lil.

"First, the company is behind me and the organization 100 per cent — and that's very important. The company also contributes 25 per cent of our annual budget — the rest comes from dues, vending machine receipts and fees for some events.

"Second, our members and their families have such a wonderful time in their leisure-hour activities, that I feel State Farm is making a great contribution to the welfare and happiness of its people through the Employees Activities Association."

It's obvious that Lil is doing her job well, for her company has earned the Helms Award twice — once in 1960 and again in 1967. State Farm has also received three Certificates of Excellence for the fine program Lil Lockenvitz administers.

Another woman of whom NIRA can be proud is Mary A. Kennelly, — the recreational activities supervisor for the American Telephone and Telegraph Company in New York City.

Mary has been with A T & T since 1956 and has served NIRA in many



Lil Lockenvitz, State Farm Ins.



Mary Kennelly, A.T.&T.



Mary Best, Distillation Products

capacities.

She was a member of the board of directors for four years and acted as a vice president for two years. She was also responsible for coordinating a NIRA membership campaign in 1968-1969.

Additionally, Mary is active in the Industrial Recreation Directors Association of New York and has been secretary, first vice president and president of this group.

In her spare time, this pert Irish girl devotes herself to bowling, bridge and traveling.

When asked her opinion on the importance of her job, Mary replied, "Industrial recreation faces enormous challenges today and in the near future.

"A sound overall employee personnel program can benefit from the communication that an employee recreation program provides. Leadership for these programs in my estimation is the key to meeting the challenges that face us in the '70s."

According to Mary Best, her aim as recreation director of Distillation Products Industries in Rochester, N. Y., is to administer a recreation program to appeal to all employees, regardless of age.

The success of her efforts can be judged from the fact that her program has twice been awarded the Helms Athletic Foundation Award by the National Industrial Recreation Association for plants having less than 1,000 employees.

Mary began her business career at the Rochester Public Library in 1941 and moved to DPI, a division of Eastman Kodak Company in Rochester, N. Y., in 1946 as secretary to the recreation director.

She became recreation director in 1953 and was designated as a Certified Industrial Recreation Administrator in 1963.

She has served as New York state chairman for NIRA from 1964 to 1966.

What does this recreation director do in her spare time?

Not surprisingly, her interests are bowling, golf, fishing, snowmobiling and reading.

These aren't the only women working in the field of industrial recreation. Many others are just as deeply involved with their job — just as dedicated to their profession as any NIRA member, judged on accomplishments and achievements in the field of employee recreation.

From the President's Desk . . .

A Message to NIRA Members



Martha Daniell, Nationwide Insurance Co., is newly-elected president of NIRA.

This year started out very differently from all other years. For the first time we were without an executive director as we gathered for our first meeting following the Denver Conference.

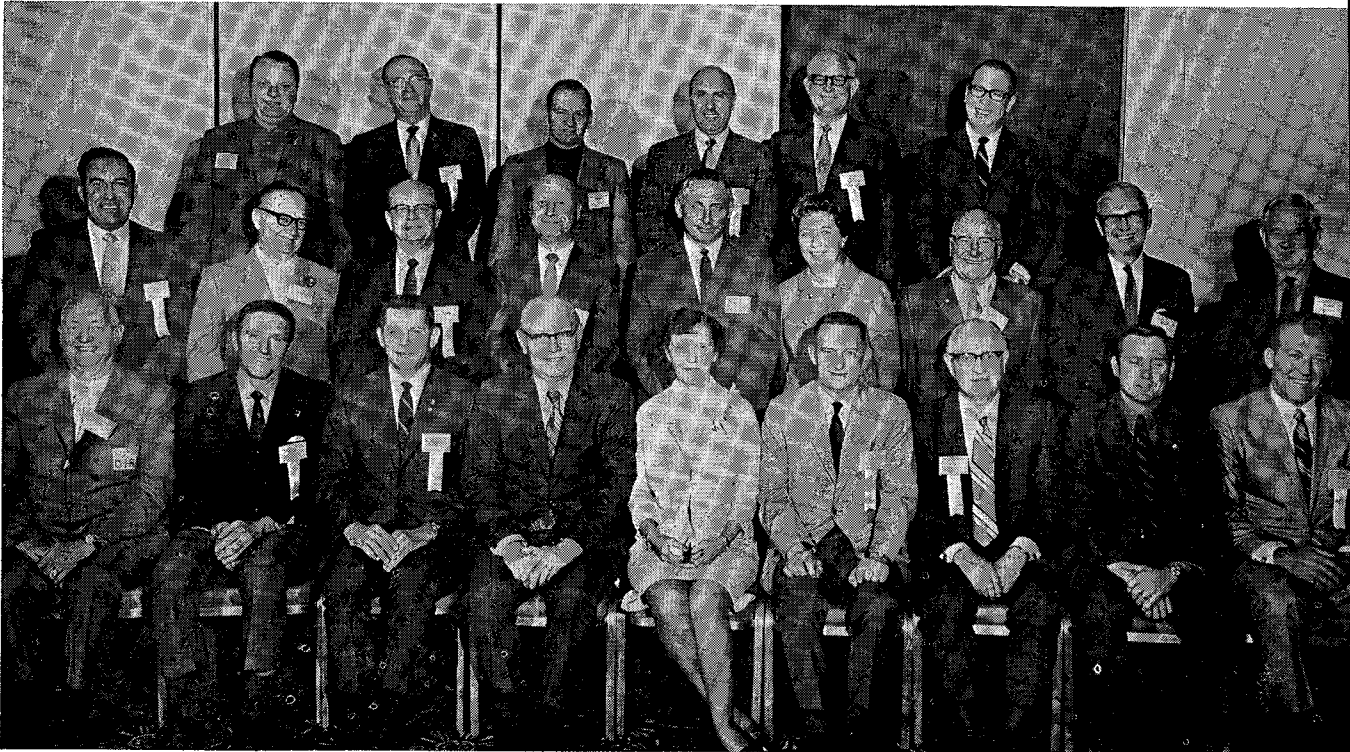
The board of Directors realized the seriousness of the situation and became a **working board**. Members volunteered for responsibility — they did not have to be appointed. It was wonderful to realize that every board member **cared about NIRA**. They wanted an opportunity to make a contribution toward fulfilling the responsibility of making NIRA truly a service organization.

The executive director screening committee, consisting of Pat Feely, chairman, A. Murray Dick, James Moyer, Ed Mitchell, Gary McCormick, and me, has interviewed some excellent candidates for this position. Final decision will be made by July 15.

Please help NIRA to be more meaningful to all of our members by sending in suggestions.

Martha Daniell

NIRA Officers — Board of Directors



OLIN WINS HELMS AWARD

Winner of the 1970 Helms Award, for maintaining the best all-round recreation program of any NIRA company, was the Olin Mathieson Chemical Corp. of Pisgah Forest, North Carolina.

The coveted Helms trophy was pre-



Fritz J. Merrell

sented to Fritz J. Merrell, Olin's recreation director, at the Denver Conference.

Olin's NIRA classification is Class B — companies with 1,001 to 5,000 employees.

Winners in the various classifications were:

Class A (1,000 or less employees),

NIRA members elected new officers and members of the board of directors at the Denver Conference. Pictured above are:

Bottom row, left to right, Howard Bunch, 1st Nat'l Bank of Denver, director; Robert Bauer, Armco Steel, vice president; Richard Wilsman, S. C. Johnson & Son, vice president; A. Murray Dick, Dominion Foundries & Steel, immediate past president; Martha Daniell, Nationwide Insurance, president; C. James Moyer, Eastman Kodak, president-elect; Arthur L. Conrad, Flick-Reedy, vice president; Gary McCormick, Salt River Project, vice president; John G. Tutko, USAF, director;

Middle row, left to right, Edward M. Bruno, 3M, director; Lawrence E. Luedke, Wis. Gas Co., director; Otto Seibel, Concordia Publishing House,

director; J. W. Swank, Stromberg Datagraphix, director; Eugene Miller, Michigan Bell Telephone, director; Mary Kennelly, A T & T, director; Gerald LaGrave, Canadair, director; Mel Byers, Owens-Illinois, Inc., director; Edward T. Mitchell, U.S. Steel, treasurer;

Top row, left to right, John Meyer, Motorola, director; Mike Varanese, Lockheed Employees Rec. Club, director; George Grigor, Canadian Kodak, director; John Gentile, TRW, director; Roy McClure, Lockheed-Ga., director; William B. De Carlo, director.

Not appearing in the picture are the following who were elected to serve as directors: Miles Carter, McLean Trucking; Howard Honaker, Faultless Rubber; P. J. McCarthy, Chicago Park District; and Fred Wilson, Scovill Mfg.

Faultless Rubber Co., Ashland, Ohio, Howard Honaker;

Class C (5,001 to 10,000 employees), Cummins Engine Co., Columbus, Indiana, Charles Wilt;

Class D (more than 10,000 employees), Ford Motor Co., Dearborn, Michigan, John MacLean.

In recognition of an outstanding program in a specific activity, Certificates of Excellence were awarded to the following firms and their directors:

Bowling — Eastman Kodak Co. Rochester, N. Y., C. James Moyer;

Golf — Raytheon Co., Andover, Mass., Albert W. Porter;

Softball — Avco Lycoming Div., Stratford, Conn., Clarence Cable;

Basketball — Sundstrand-Aviation, Rockford, Rockford, Ill., Frank R. Gordon;

Fitness — Salt River Project, Phoenix,

(Continued on page 22, col. 2)

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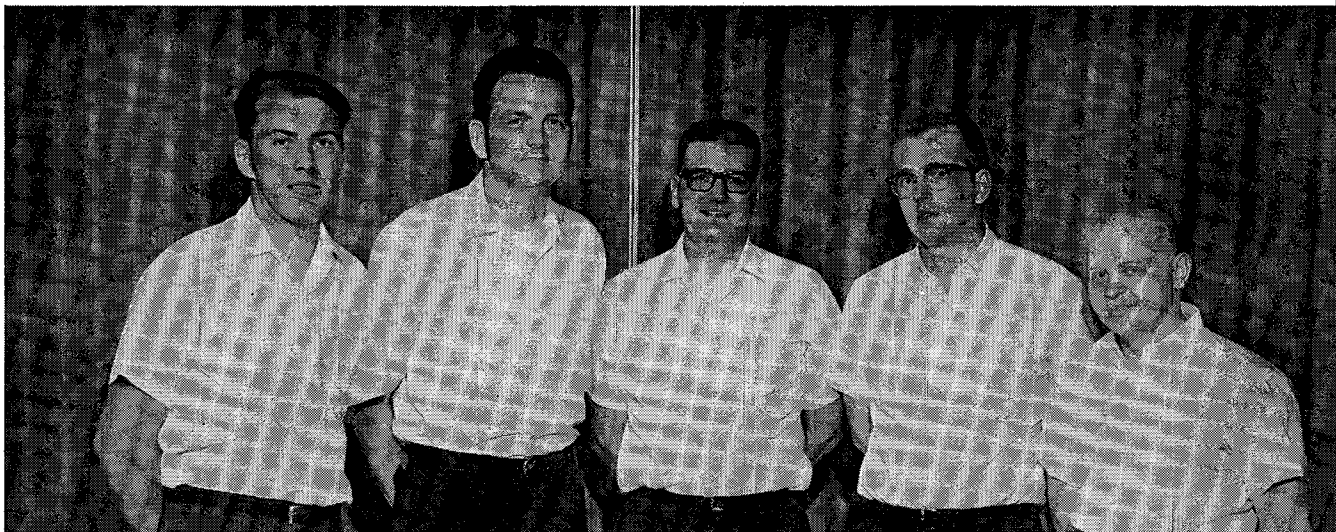
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NIRA



The winners! First place went to this team from Timken Roller Bearing, Canton, Ohio. From left to right are: Fred Neiningner, Ben Price, Al Duckworth, Joe Baker and Randy Kinser.

ANNOUNCE RESULTS OF NIRA BOWLING TOURNAMENT

Two hundred outstanding men's bowling teams and 26 of industry's finest women's teams converged on Ashland, Ohio to compete in the National Industrial Bowling Championships April 24, 25 and 26.

Sponsor of the tournament this year was the Recreation Department of the Faultless Rubber Co., Division of Abbott Laboratories. The host company held open house throughout the week-end, serving

free refreshments and food to all tournament bowlers.

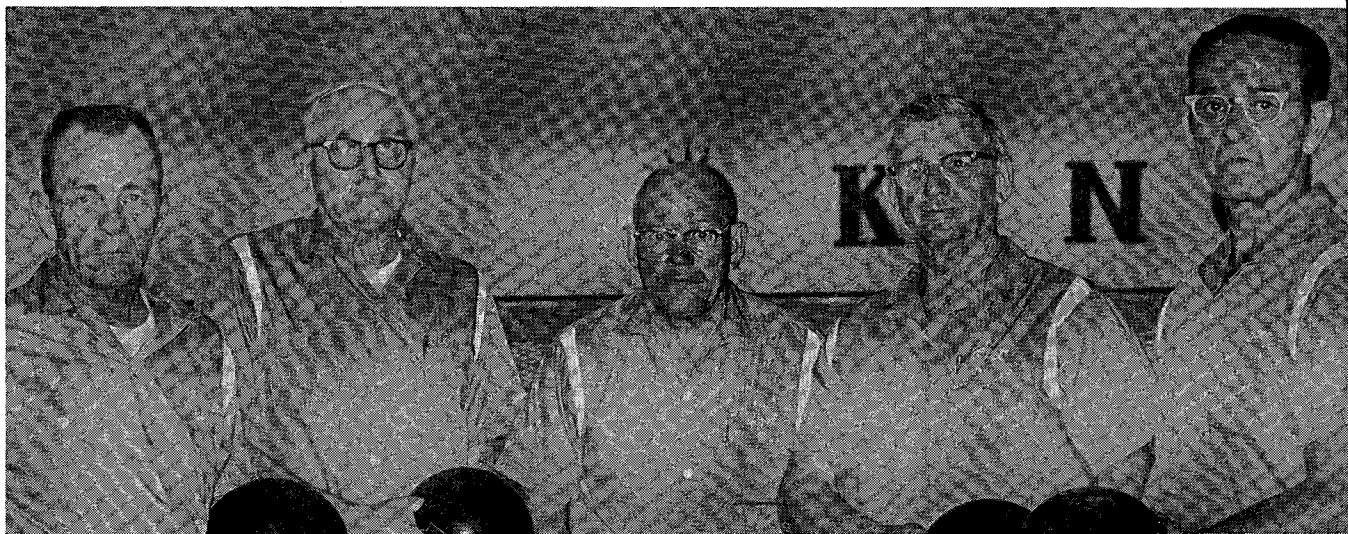
First place money of \$1,000, plus handsome trophies went to the Department 13 team from Timken Roller Bearing, Canton, Ohio for a 4,116 total.

The Ohio Edison Girl's team #1, from Mansfield, Ohio, topped the women's entries with a total of 3,949 pins, for prize money of \$150 and trophies.

Harold "Shifty" Gears, Eastman Kodak Co., Rochester, N.Y., Softball Hall-of-Famer, posted 71 to win the men's single prize of \$100.

Runner-up was Ed Miller of Island Manufacturing Co., Dayton, Ohio, with a 713 score, good for \$50 prize money.

Pauline Wolsel, Ross Laboratories, Columbus, Ohio, rolled 66 for first place and \$15 in the



This team of retirees from Armco Steel Corp., Middletown, Ohio, represents a combined age of 333 years — and has a total of 212 years of service to their company!

men's singles — followed by Joann Planck, also of Ross, with a total of 650 pins.

Much excitement was generated during the tournament by special prizes awarded to bowlers who recorded the high scores and games on each shift. King Lanes and Luray Lanes gave 17-jewel, Waltham precision watches to the man who had the highest series on each shift — while Faultless Rubber offered a dozen golf balls to the bowler with the highest game on the shift.

Winners of the wrist watches were: Joe Csaszar, Recht Bros., P.G., Barberton, Ohio, 828; Jim Lynch, Diamond Shamrock Corp., Cincinnati, Ohio, 755; Frank Prezioso, Diamond Shamrock Corp., Cincinnati, Ohio, 801; Joe Drasko, Owens-Corning Fiberglass Corp., Newark, Ohio, 840; Dick Buzard, Faultless Rubber Co., Ashland, Ohio, 903, (highest series in tournament); Henry Walter, NCR, Dayton, Ohio, 857; Hershel Hannam, Timken Roller Bearing, Bucyrus, Ohio, 871; and Ernest Knaus,

Goodyear Tire & Rubber Co., Akron, Ohio, 862.

Winners of the golf ball prizes for high games in each shift were: Dick Burkard, Hiney Printing Co., Akron, Ohio, 233; Jim Fagg, Oneida Ltd., Sherrill, N. Y., 212; Richard Brendlin, Timken Roller Bearing, 247; Dave Scarberry, Owens-Illinois, 279 (high game during the tournament); Dick Buzard, Faultless Rubber Co., Ashland, Ohio, 264; Henry Walter, NCR, Dayton, Ohio, 258; Clair Myers, Goodyear Tire & Rubber Co., Akron, Ohio, 274; and Ernest Knaus, also of Goodyear, 256.

The smooth operation of this annual NIRA bowling tournament was no accident — it was the result of a great deal of planning and effort on the part of Howard Honaker and Chuck Smiley of Faultless Rubber — plus capable direction from NIRA's tournament chairman, Dick Wilsman, S. C. Johnson & Son, Racine, Wisc., who attended the event.



Mayor Robert Whitmore welcomed Richard Wilsman, NIRA chairman of tournaments at left. George Musson, director of industrial relations for Faultless Rubber is at the right.



Nobody went hungry at the Faultless Rubber open house.

1970 (NIRA) NATIONAL INDUSTRIAL BOWLING WINNERS

Men's Division—200 Teams—4 Games

Winner	Score	Prize
TIMKEN ROLLER BEARING CO., Canton, O., Dept. 13	4116	\$1,000 and trophies
BRYANT AIR CONDITIONING, Indianapolis, Ind.	4109	500
INLAND MANUFACTURING CO., Dayton, O. Team #2	4096	250
GOODYEAR TIRE & RUBBER CO., Akron, O., "Wendy's Mill"	4078	125
PITTSBURGH PLATE GLASS, Barberton, O., Recht Bros.	4076	100
OHIO EDISON CO., Mansfield, O., Engineering Dept.	4058	100
NATIONAL CASH REGISTER, Dayton, O., Team #1	4041	100
FAULTLESS RUBBER CO., Ashland, O., Team #4	4025	75
OWENS-ILLINOIS, INC., Columbus, O., Team #5	4005	75

ILLINOIS AGRIC. ASS'N, Bloomington, Ill., F.S. Services	3970	40
NATIONAL CASH REGISTER, Dayton, O.	3816	30
TEXAS INSTRUMENTS, Versailles, Ky.	3780	25

Men's Optional Singles Tournament

Winner	Score	Award
HAROLD "SHIFTY" GEARS, Eastman Kodak Co., Rochester, N.Y.	719	\$100
ED MILLER, Inland Manufacturing Co., Dayton, O.	713	50
TOM LLOYD, Ross Laboratories, Columbus, O.	673	25
JOHN LEWIS, U. S. Steel, Gary, Ind.	662	15
EARL ICEMAN, Union Malleable, Ashland, O.	654	10
JIM DIAMOND, T.R.W., Cleveland, O.	648	5

Women's Division

OHIO EDISON CO., Mansfield, O., Team #1	3949	150 and trophies
ROSS LABORATORIES, Columbus, O. "Ross Labs"	3931	75
ROSS LABORATORIES, Columbus, O., "Lucky Strike"	3883	50

Women's Optional Singles Tournament

PAULINE WOLSEL, Ross Laboratories, Columbus, O.	667	15
JOANN PLANCK, Ross Laboratories, Columbus, O.	655	10
NEOLA GRAF, Eastman Kodak, Rochester, N.Y.	603	5

NIRA NEWSLETTER

Rifle-Pistol Champions

Awards were presented to the 1970 winners in the NIRA-NRA Postal Rifle and Pistol matches at the Denver Conference.

National individual rifle winner was Harold L. Slocum, Scovill Manufacturing Co., Oakville, Connecticut, with a score of 198.

National rifle team winner was Goodyear Tire & Rubber Co., Akron, O., (team #1) with a total of 776.

H. Grady Edwards, NASA, Marshall Space Flight Center, Huntsville, Ala., took first place in the national individual pistol competi-

tion, scoring 199.

The top pistol team was from Grumman Aerospace Corp., Bethpage, N. Y. (team #1), with a winning score of 762.

High individual score with a CO₂ gas operated rifle was the 197 posted by Donald B. Brinton, Winchester-Western Olin Industries, Branford, Conn.

Winning team in the CO₂ pneumatic or spring type 10-meter air rifle division was Winchester-Western Olin Industries, New Haven, Conn., (Lone Star team #1).

Arthur L. Hill, also of Winchester-Western Olin in Connecticut, scored 198 to win the CO₂ gas operated individual pistol competition.

The team from Lockheed Missile

and Space Co. in Sunnyvale, Ca. (Poseidon team) scored 725 to win the competition among air or CO₂ 10-meter pistol teams.

Flick Scholarship

NIRA members will be gratified to know that a scholarship has been established by Mr. and Mrs. Frank Flick to assist a deserving young person in pursuing an education in the field of industrial recreation.

To be known as the Mr. and Mrs. Frank Flick Scholarship, the grant provides \$500 a year for a three-year-term.

Owens-Illinois Club Vital, Says Executive

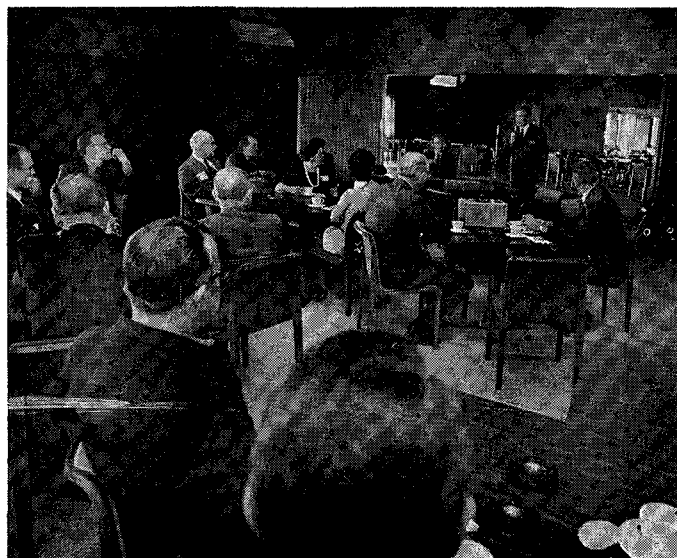
"It is not difficult to see that one of the main reasons for the success and prosperity of this corporation lies in the morale of its employees — an e-

THEY WERE THERE!

NIRA members turned out in force for the 3rd annual Employee Recreation Seminar in April at the University of Minnesota. Pictured at right are A. Murray Dick, Dominion Foundries & Steel, Ltd., former NIRA president; and Eugene H. Hagel, president, Minnesota Recreation and Park Ass'n.

Directly below, Peter Shattuck, president of the 3-M Club addresses members of the seminar group.

Below, right, one of the highlights of the two-day seminar was a tour of the Tartan Park facilities. In the back row, left to right, are Jack Jarvis, Kohler Corp., John J. Ahmann, Rosemount Engineering Co., and Alberta Chance, IBM; second row, A. Murray Dick, Harry Dederig, U. of Minn., Mike Varanese, Lockheed; front row, Cathy Mahoney, Northwestern Bell Telephone and Edward M. Bruno, 3-M Co.



enthusiastic and dedicated group of individuals who join in a cooperative pooling of talents and abilities to provide the skills the organization needs to conduct the business of making a profit. And the contribution the OnIzed Club makes toward fostering this spirit is significant," said Jack Paquette, director of corporate relations for Owens-Illinois, Inc.



Jack Paquette

He was addressing officers of the club at a recognition banquet recently. Paquette continued:

"The principles and philosophy which led to the organization of the OnIzed Club 36 years ago have not changed in the least. Our club was then, and still is, designed to encourage an attitude of friendliness, enthusiasm and cooperation among employees in order to make Owens-Illinois a better place in which to work."

Luncheon Program For TRW Women

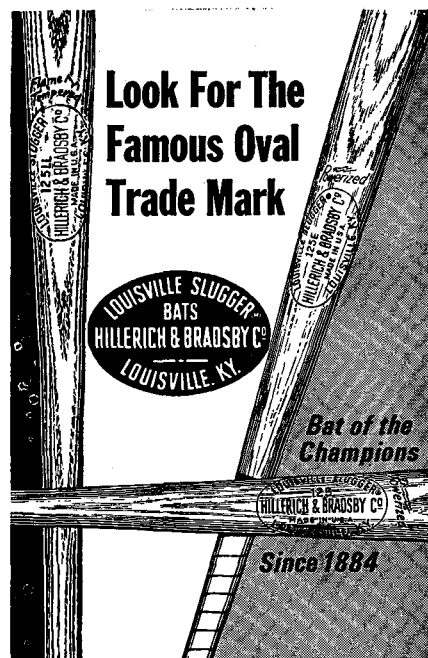
TRW, Inc., in Cleveland, is one company that really works at keeping women employees happy at their job. For three years the firm has published, on a regular basis, the *Distaffer*, a newsletter designed for the women who work there.

Last year, TRW inaugurated a series of monthly luncheons with special programs for and about women in business. Speakers are usually outstanding business women from the Cleveland area.

One popular program this year, for example, was a talk by Marjorie Schuster, who is an editorial writer for the *Cleveland Press*.

Another well-received speaker was the secretary to the Governor of Ohio who addressed the group during National Secretaries Week in April.

Programs are well-attended, and go



a long way toward motivating women employees of TRW.

BRIDGE WINNERS

Just as *Recreation Management* is going to press, word has been received that national winners of the NIRA bridge tournament have been notified of their awards.

First prize, a Caribbean cruise, was won by P. Jack Eflin and Robert Campbell, Delco-Remy Div., GMC. Other winners and details of the competition will be carried in the August issue.

Employees' Daughters Attend Charm Course

Teen age daughters of Eastman Kodak Co. employees in Rochester, N. Y., were recently offered a Junior Miss Charm course taught by a professional instructor.

The young ladies were instructed in proper posture, walking and sitting gracefully, exercise, skin and hair care, applying makeup, wardrobe planning, personal grooming and manners.

The five-week course proved extremely popular with the teen-agers — and several parents were so impressed with the results that they requested a post-graduate series of lessons!

Instructor for the sessions was Thelma M. Rohde, who directs a similar course as part of Kodak's Secretarial Training program.

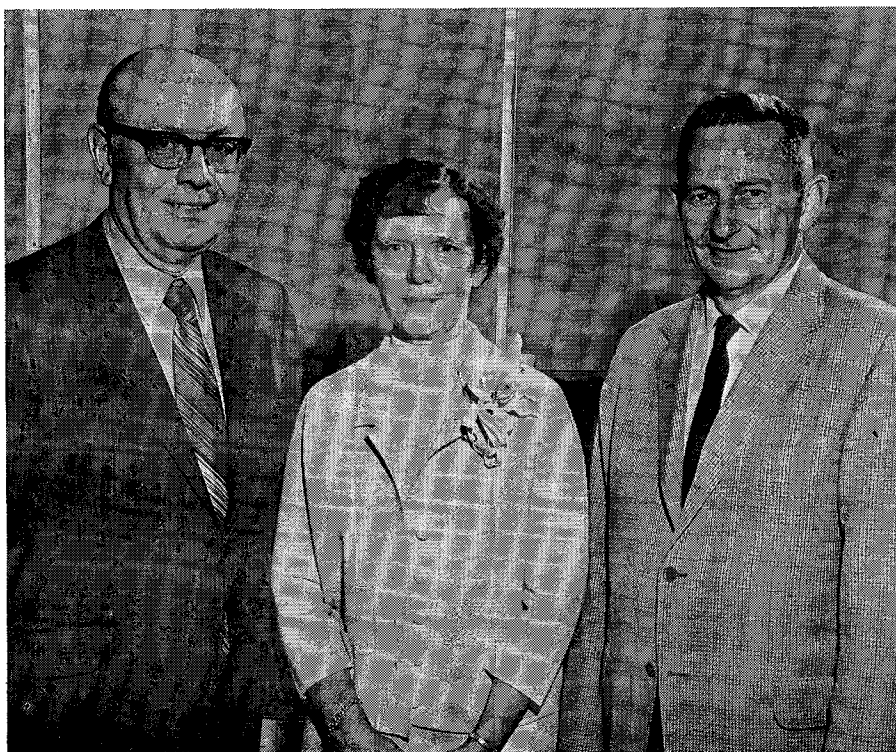


More than 100 women attended this program, one of a series of luncheon meetings of TRW women, to hear successful business women describe their careers. Speaker at this meeting was Marjorie Schuster, editorial writer for the *Press*.



Hair styling was the topic of this lesson in the Junior Miss Charm course given for employees' daughters at Eastman Kodak Co. Thelma Rohde, at far right, supervises the styling done by two professional hair stylists.

NIRA's 29th National



Dr. William Haskell
President's Council on Fitness



Hon. Robert Stanbury
Government of Canada, Ottawa



Another NIRA National Conference is history, but the echoes of the proceedings at the May meeting in Denver will reverberate for a long time to come.

As in the past, highlights of this conference were the pertinent speeches, stimulating discussions and election of new leaders to guide NIRA.

At top, left, are three "generations" of NIRA presidents. From left to right are A. Murray Dick, Dominion Foundries & Steel, Hamilton, Ontario, Canada, retiring president; new NIRA president, Martha Daniell, Nationwide Insurance, Columbus, Ohio; and C. James Moyer, Eastman Kodak, Rochester, N. Y., president-elect.

The 29th National Conference was a time of farewell, too. Don Neer, shown in the picture at left, below, attended his last NIRA Conference as executive director. After 15 years with the Association, he has left to become head of the California Park and Recreation Society.



Kenneth E. McMullen, V.P.
Lockheed California Co.

Conference—A Pictorial Report

The exhibit hall was officially declared open when the ribbon was cut by Miss Industrial Recreation, Julia E. Thompson, Lockheed Employees Recreation Ass'n. Assisting her are, left to right, Cliff Barnes, J. Earl Schlupp, A. Murray Dick and Alabama Glass.



The white hats were the trademarks of official hosts of the Conference — members of DIRA. Shown here at their exhibit hall booth are, left to right, Co-Chairman Howard Bunch, Mayor William McNichols, Co-Chairman Alabama Glass and A. Murray Dick.

The various phases of recreation in the seventies were covered by these men in a panel on Saturday afternoon. From left to right are John Leslie, Dr. Frank Jones, Maurice D. Arnold, Don K. Gardner and Don Hawkins.





Raybestos star, Joan Joyce, is one girl softball player who seldom, if ever, needs a "crying towel!"

When his first baseman bobbled an easy ground ball, the coach belted in exasperation. The player answered with a blank stare and then burst into tears and ran off the field, screaming, "Take me out, I won't play any more."

The repentant coach ran over to his weeping infielder, apologized and consoled until the tears had been dried and the infielder was back at first base.

Such emotional outbursts — and a variety of other problems that would keep Casey Stengel up nights — are everyday occurrences in the fascinating sport of girl's softball. Despite the tears, though, the sport has become big time, and there now are some 5,000 female softball teams registered with the Amateur Softball Association.

The girls are likely to do things in the heat of action that are unimaginable to professional baseball fans. There was one girl, for example, who was running for home plate in a recent slow pitch game (slow pitch girls are more emotional than fast pitch girls, fans report)

In Women's Softball—

Crying Towels Are Standard Equipment

by Tom Herman

Staff Reporter

The Wall Street Journal

when she saw that the ball was going to get there first. Instead of sliding, she darted outside the base line, circled behind the startled umpire, and jumped triumphantly on the plate.

"Out!" screamed umpire Leroy Hamrick, who has officiated at such games for several decades.

"Like hell I'm out," answered the enraged woman, who moved toward him threateningly. "She was really out to strangle me," Mr. Hamrick recalls. "I saw her hands going for my throat, she was so mad."

But the umpire stood his ground, the player was calmed and led away by her manager, and the game continued.

Nearly all women's softball coaches are men, and if that can create emotional problems when the girls make bad plays, it can also create them when they make good ones. One coach, jubilant after his third baseman hit her second home run of the game, swatted her on the seat and tried to hug her. The hitter frowned and shoved him away, saying, "Enough's enough, coach." The embarrassed man smiled faintly and continued chomping on his cigar.

Women's teams are usually sponsored by industry, and slow pitch girls usually work for the sponsoring company. ("You may be asking your center fielder to type a letter for you in the morning," says one wary coach.)

Slow pitch players sometimes arrive at games with coiffured hair, wigs, multi-colored scarves and

bracelets. One such player dropped a gold pin along the first base line while trying to beat out a bunt. She stopped to pick it up and then demanded another turn at bat, which was refused. Another girl lost her red wig sliding into home plate.

Fast pitch types, on the other hand, usually don't work for the company sponsoring them. They must pass very competitive spring tryouts and tend to be big, rugged and aggressive.

No one questions the girl's spirit in fast pitch games. Regulation steel spikes are worn, but no shin guards or long pants even though ASA rules recommend such protective gear.

"It sure is rough on the girls' legs when they slide in those short pants," says Jimmie Mims, Southern vice president of the ASA, "but they would rather get bruises and raspberries than wear those ugly, baggy



Softball is a popular sport with the women employees, shown in this unusual shot, at State Farm Mutual Automobile Insurance Co.

seball trousers. The long pants look so unfashionable."

Bruises and raspberries aren't the worst of the dangers in fast pitching, however. A swift-footed Tennesseean recently collided with an opposing team's catcher and knocked her cold. Last month, an Alabama girl slid into second base, leaving a bloody gash in the leg of a shortstop, covering that position. Fast pitch softball, where the ball is pitched at speeds of up to 90 miles an hour, seems to be in disfavor, however. Men's and women's slow pitch teams now account for 65% of ASA's membership, says Don E.

since 1959, has been elected Most Valuable Player four times and has a lifetime batting average of .314. She once won 77 straight regular season games over a four-year period.

Her team, which is sponsored by a division of Raybestos-Manhattan, Inc., has won the national championship seven times in the past 11 years, finished second three times, and dropped to third once.

Like Miss Joyce, all girl softball players are amateurs, and therefore are not supposed to get paid for playing. Gate receipts go to the sponsoring company. A spokesman



Women who work for the Equitable Life Assurance Society in New York take their softball seriously.

Porter of the ASA, as opposed to 60% three years ago.

Joan Joyce, ace fast pitcher of the Raybestos Brakettes of Stratford, Conn. and others like her, may be the key factor in the increasing preference for slow pitching.

"Joanie is the greatest women's softball player ever," says Johnny Moon, the 63-year-old coach of an Atlanta team that Miss Joyce recently shut out. "She throws so hard and has so many different pitches that she could be one of the very best men's softball pitchers."

And "her fast ball burns in so fast that you have to start swinging the moment the ball leaves her hand," adds one of Mr. Moon's players.

Miss Joyce has been named to the national All Star Team every year

for Raybestos-Manhattan says fielding the Brakettes costs about \$50,000 a year and the company "just about breaks even." He adds, however, that his company considers the publicity coming from the Brakettes well worth any deficit.

The girls, whose average age is 25 but who can start playing at 14, like softball for a variety of reasons.

"I'm not much to look at," says one chunky girl, "and this is a place where I can get boys to look at me."

Sandy Tillman, a blonde who is something to look at, says, "It's a fun way to meet people and get exercise."

Jan Saxton, a brunette, thinks "It sure beats staying home at night!"

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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

THE DISTAFF SIDE

MRS. CHARLES BARZOWSKAS of Pittsfield, Mass., is a remarkable woman. What's more, she's a deer hunter with exacting standards, true grit and much common sense.

Last fall, Mrs. Barzowskas bagged her 15th deer in 14 years of hunting, and she did it while on crutches with her fractured right foot in a cast.

While posted on a deer run near Indian Lake in New York's Adirondacks, she dropped a four-point, 135-pound buck with a single shot.

The secret to her continuous string of deer trophies? Patience is one ingredient in her success formula. Selective shooting is another. She seldom shoots unless she has a good shot.

"If I get one shot, that's it," she says. "I aim for the front quarters in back of the shoulder."

WOMEN HUNTERS using the Arnold Engineering Development Center lands in Tennessee last year posted the best kill ratio — one deer taken for each eight huntresses.

WOMEN ARE FISHING for a lot more than compliments these days — they're angling for the real thing in streams, lakes and even on the open seas.

Last figures from the National Survey of Fishing and Hunting (conducted in 1965 for the Bureau of Sport Fisheries and Wildlife by the Bureau of the Census) show that fisher-women over the age of 18 numbered 6,053,000 — as opposed to 16,352,000 men.

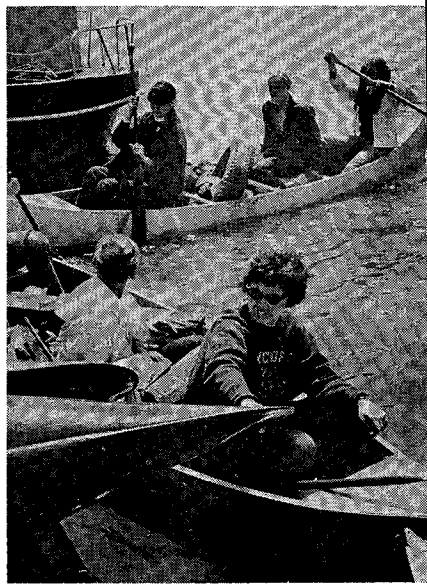
Age seems to be no barrier to enjoyment of fishing — 15 per cent of the total female population of the U. S. between 25-34 participate —

while their elders, in the 45-64 age bracket also fish, to the numbers 10 per cent of the country's total female population.

Even the youngsters seem to be getting into the act. Statistics from the same survey show that in 1965 2,336,000 young girls from 9-14 participated in fishing — along with 6,848,000 boys of the same ages.

ENVIRONMENT

TWENTY-SEVEN YOUNG women, members of Mariner Senior Girl Scout Troop 567 from Old Greenwich, Conn., recently spent three days



A fleet of aluminum canoes loaned by Grumman Boats, was put to good use by Mariner Girl Scouts, picking up litter along the Potomac.

on the Potomac River combating pollution with a project named "Environment! Yes."

The Scouts lived on three houseboats during this period and used six aluminum canoes supplied by Grumman Boats for a symbolic pick-up of trash and litter cluttering the river.

The Mariners are preparing a trip report complete with photographs, transcripts of commentary by persons with whom they talked, and each Mariner's evaluation of the need for ecological standards in the nation. The guide to planning an anti-pollution project will be published and distributed by Grumman Boats, Marathon, N. Y.

(Continued on page 18)

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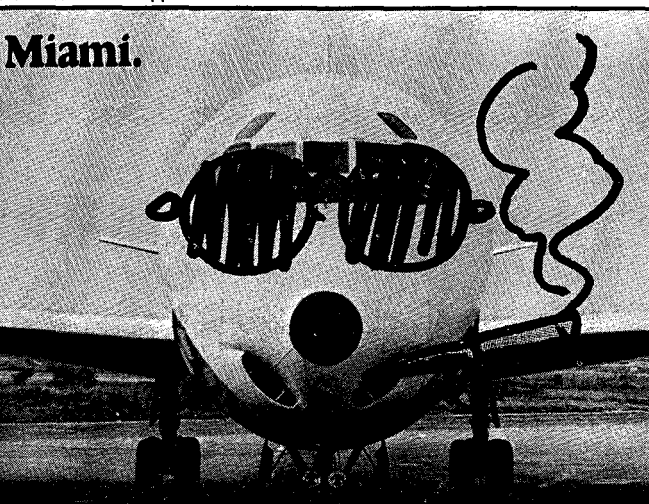
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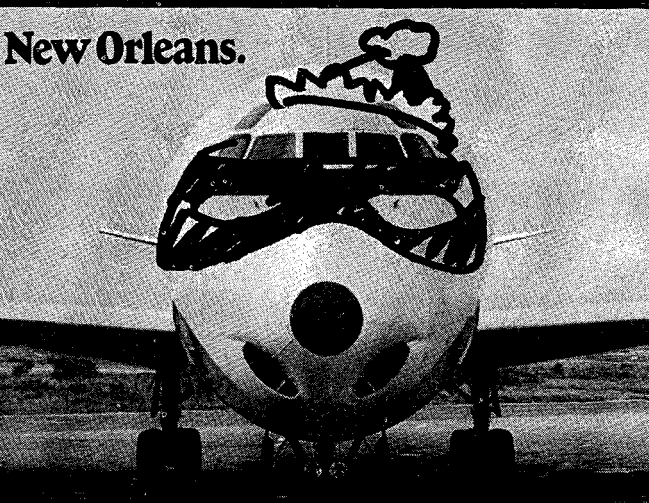
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NEWS ROUNDUP

(Continued from page 16)

FILMS AND BOOKS

A 16MM FILM that focuses on the role of women today in five countries, is available at no cost from Association-Sterling Films, 600 Madison Ave., New York, N.Y. 10022.

This colorful 16-minute film, "Women of the World," was made by the Pepsi-Cola Co., and features informal interviews with attractive (and articulate) women of Morocco, Kenya, Spain, Yugoslavia and Sweden.

"WORLD TRAVEL & Vacation Almanac, 1970 Edition," is created for people who don't want to work at finding a place to go. Explains the book's preface, "It was created for people who want to get the most out of their travel dollar."

The book contains capsulized descriptions of every country in the world, plus an "Encyclopedia of

Tours" broken down by destination, length, price and tour operator. It is written by Larry Schwartz, and is available for \$4.95 from Harper and Row.

PLACES AND EVENTS

THE LOCATIONS and facilities for the 1976 summer Olympic games, which have been awarded to Montreal, will be explained in detail in the Olympic section of the sports pavilion at Man and His World 1970 Exhibition in that city this summer.

Stadiums, playing fields, swimming and diving pools, etc., will be explained by scale models, photographs and maps. Films of the 1964 and '68 summer Olympic games will be shown.

Visitors to the sports pavilion will find they may participate and test their skills in many sporting fields — baseball, skiing, golf, tennis, archery, basketball, and many others.



WILMA RUDOLPH (right), winner of three medals in the 1960 Olympics, refreshes memory on the fine points of hula hoop with national champion Meloday Howe, 13-year-old Los Angeles student. Miss Rudolph will be a judge in the 3rd annual national hula hoop championship to be held at Universal Studios Tour Center amphitheatre in Hollywood, Aug. 27. More than 500,000 youngsters are expected to compete in local park, city, state and regional competition.



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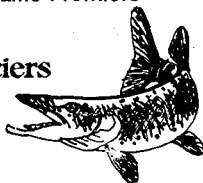
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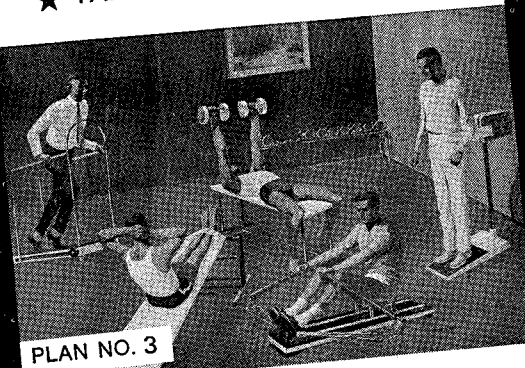
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THE WAY IT IS...AND WAS

W. W. Edgar
 Feature Editor
 The Observer Newspapers, Inc.

Women finally have stormed the courts and taken over domination of one of man's last strongholds—the ancient game of bowling.

Ever since Carrie Chapman Catt and Anna Howard Shaw led the crusading forces to gain women's suffrage with the passage of the 19th amendment in 1920, women have been cutting in on what was always known as a man's world.

They not only gained the right to vote and take a voice in government, they have taken control of most of the money in the country, gained equal rights in the shops and offices and only a few years ago won a battle of "equal pay for equal work."

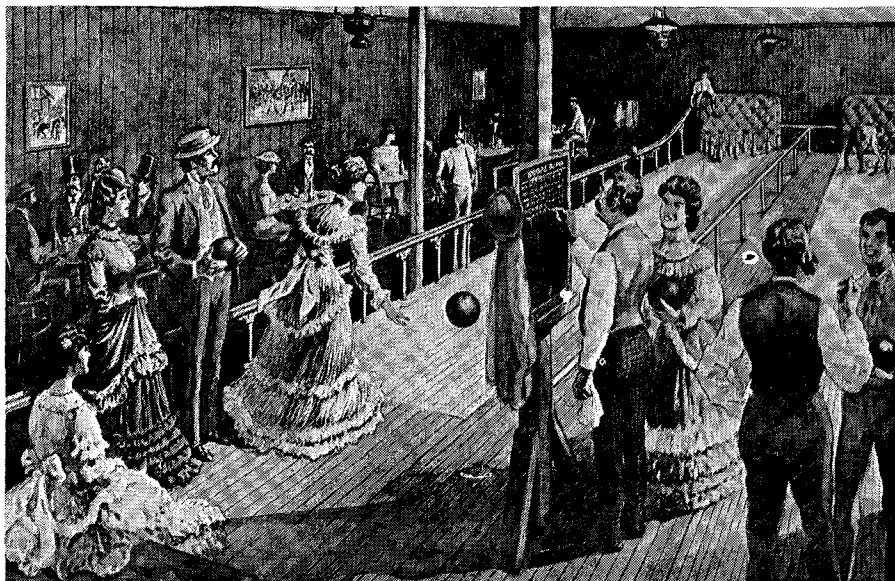
All these things were taken in stride by men, serene with the knowledge that there were some places women never would dominate. And back in 1920, had anyone ventured the thought that the day would come when women would dominate the sport of toppling the pins, he would have been considered a bit touched, as the saying goes.

But today women boast about 50 per cent of the sanctioned leagues.

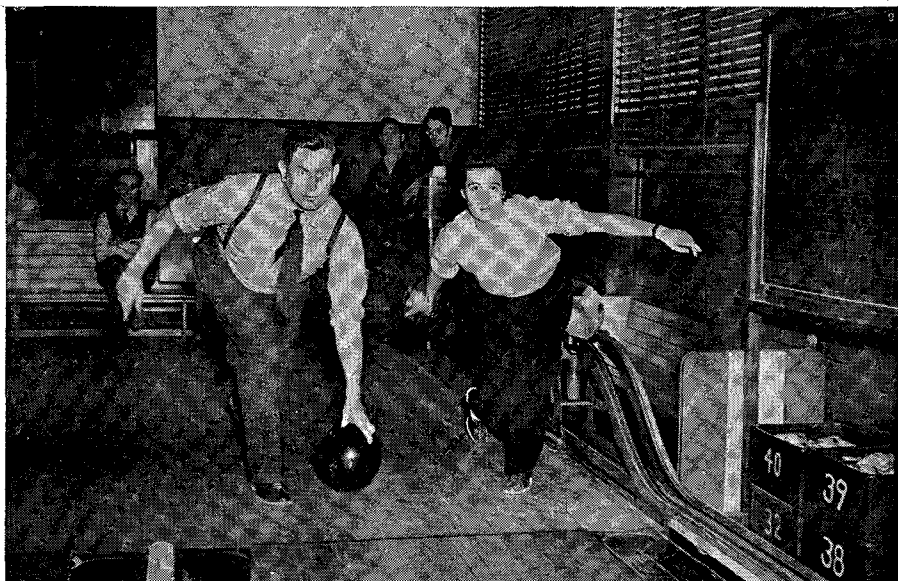
There was some bowling among the women after the turn of the century, but it was done under unusual circumstances. Most bowling in those days was confined to the side rooms of saloons. Any woman who frequented the bowling "alleys" was running the risk of being known as "shady character."

The late Emma Hill, who served as the president of the Detroit Woman's Bowling Association and the Michigan WBA for many years, used to laugh when telling how women had to sneak into bowling alleys. They'd use the side entrance and then have the curtain drawn behind the approaches so no one could see them.

It was back in the closing days of the fight for women's suffrage that the so-called weaker sex began its move into the realm of bowling.



At the turn of the century, this was novel sight at a bowling alley.



This couple from Curtiss Propeller in N.J. enjoyed mixed doubles bowling in early days of industrial leagues.

Four years before the 19th Amendment was passed granting the women the right to cast a ballot, a few of the hardier souls met at the call of Dennis Sweeney, owner of Washington Recreation in St. Louis, Mo., to organize a women's group.

About 40 women, most of whom resided in and around St. Louis, attended the meeting and formed a group to be known as the National Women's Bowling Association — forerunner of the present Woman's International Bowling Congress that

now boasts close to three million members.

Once this organization got underway, invitations were sent to other states asking them to join.

In those days the Detroit Recreation building was a new structure and the talk of the recreation world because it had 88 bowling alleys (four floors of 22 alleys each) and a complete billiard room. It was the largest recreation center in the coun-

(Continued on page 20, col. 1)

THE WAY IT IS . . .

(Continued from page 19)



One McDonnell-Douglas bowler has come a long way from the first women's bowling leagues — and we bet she's enjoying it more!

try and attracted visitors from all sections of the land.

All of the bowling alleys were filled with shop and industrial leagues, and the billiard parlor held a franchise in the national pocket billiard and three cushion billiard leagues.

When this building was opened to the public, it was under the management of James Shillady, an Irishman who played a leading role in bowling for years.

Sensing that he probably was on the threshold of something big in the advancement of the game he reserved a complete floor (22 lanes) for the women.

Not only did he reserve the lanes, but he insisted that women take over all the positions in the place — from pinsetters to counter clerks.

Nothing like it ever had been imagined even in the women's wildest dreams. Twenty-two alleys reserved for women — with no men allowed on the floor!

Word of this venture spread across the country, and Detroit took the national leadership inasmuch as Washington Recreation in St. Louis, where the idea of organized women's bowling originated, boasted only eight lanes.

HER HOBBY—CLOUD NINE



No, that's not a sports car in which pretty Linda Sargent, an employee of the U. S. Department of Agriculture, is seated. Look again and you'll see the young lady is seated behind the wheel of a small plane.

A secretary in the soil conservation service watersheds office of USDA, Linda has held a private pilot's license for almost two years. She is now working toward her instrument rating and a commercial pilot's license.

Today, women's leagues dominate the daytime hours, and they are catered to as no other group. The proprietors, sensing the spirit of things to come, started furnishing nurseries and other facilities for children.

One bowling establishment for several years has boasted a league exclusively for gray-haired women, and close to 200 of them bowl each week.

The mixed league, with husbands and wives bowling, or neighbor-

Linda has had a few exciting moments aloft — the time when her radio gave out on her first cross-country flight was one — and another that involved a few tense moments when she was lost while flying alone. But members of her family are willing to ride with her — a fact that points up her competence at the controls.

Fishing is another hobby Linda's — one which she shares with her husband, Ron.

hoods organizing friendly squads, offer the latest trend in the ancient game — and help women to gain their dominating position.

The rest of the distaffers bowl all-women leagues. It's a far cry from the days, only a half century ago, when women sneaked in the side door of the adjuncts to saloon and then bowled behind curtain to save their reputations!

— Reprinted from *The Women Bowler*

New Miss Industrial Recreation Chosen Soon

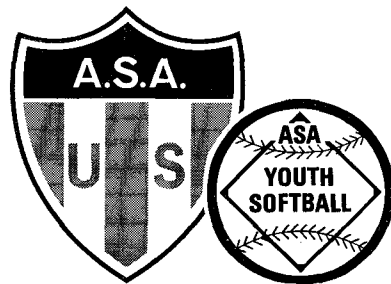


Who is asking whom for an autograph — John Brodie, quarterback for the San Francisco 49'ers, at left — or Miss Industrial Recreation, Julia Thompson, of Lockheed Employees Recreation Association? This picture was taken when Miss Thompson visited the 49'ers camp at Redwood City, California, recently.

Her reign as Miss National Industrial Recreation will soon be over — and Recreation Directors are undertaking the arduous task of surveying the field of potential successors to the title.

September 15 is the deadline for entries in this contest, and to qualify an entrant must:

1. Have been employed by the company for at least six months;
2. Be single;
3. Have participated in at least two Recreation Department activities — and one of these must be a *sport* rather than a hobby or club activity;
4. Include with the nominating letter a biography of herself and information about her age, height, weight and measurements;
5. Send with the nominating letter four, unretouched photographs (8" x 10" glossies), at least one of which shows her participating in a sport;
6. Submit a \$5.00 entry fee which, along with nominating letter, biography and photographs must be sent to *Recreation Management*, 20 N. Wacker Drive, Chicago, Ill., 60606, postmarked no later than September 15, 1970.



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ASA makes available a series of films produced 1961-69, covering various Men's and Women's National and International championship tournaments, both Fast and Slow Pitch and including recent World Championships. Also films on ASA Youth Softball Program, and an instructional film for Softball Umpires.

For information on securing the use of the ASA films, facts about the ASA program and how to obtain membership, and the names of State and Metro Commissioners, write to AMATEUR SOFTBALL ASSOCIATION, 4515 N. Santa Fe, Oklahoma City, Okla. 73118. There are over 100 State and Metropolitan ASA Commissioners, and several thousand District and Deputy Commissioners are serving on a volunteer basis. These commissioners are selected from leading recreation and sports leaders.

Excerpts from Conference Talks

Speakers and panelists at the 29th National Conference in May voiced many thought-provoking ideas and statistics. While it is not possible to reprint the entire Conference proceedings in *Recreation Management*, here are some excerpts from two of the speeches.

Maurice D. Arnold, U.S. Dept. of Interior, Bureau of Outdoor Recreation, Denver, speaking on "Recreation in the Seventies" — "We can count on more, more and more park and recreation activities and areas. Recreation, which is already the nation's fastest growing business, will continue at an annual growth rate of marked proportions.

"Multiple use of facilities will be necessary to utilize limited space in metropolitan areas (and) some new recreation activities will catch us by surprise as snowmobiles did.

"The recreation manager of the future will need to be more broadly based and more broadly concerned, for it appears he will be an integral member of his community and oftentimes a leader. He will find it necessary to be flexible in order to deal with the changing methodologies and recreational pursuits as well as to perceive how these changes can be accommodated and managed."

Wouter Van de Bunt, vice president, sales and service, Continental Airlines — "The coming boom in travel is in billions — not millions of dollars — and



Wouter Van de Bunt
Vice President
Continental Airlines

by 1976 the staggering amount of 52 billion dollars will be spent for travel.

"Over 344 million passengers expect to travel by air by 1976. That would take one million 747 airplanes to carry that huge number of people!"

HELMS AWARD

(Continued from page 6)

nix, Ariz., Gary McCormick — and Xerox Corp., Rochester, N. Y., William B. De Carlo;

Women's activities — Scovill Mfg. Co., Waterbury, Conn., Fred A. Wilson;

Cultural — 3M Co., St. Paul, Minn., Edward M. Bruno — and Lockheed Missiles & Space Co., Sunnyvale, Calif., Kenneth Leonard;

Sportsman's club — Oneida Silver-smiths, Oneida, N.Y., Stephen G. Peek — and Lockheed-Georgia Co., Marietta, Ga., Hugh L. Gordon;

Social — Dept. of State-USIA Rec. Ass'n, Washington, D. C., Bruce Sjurseth;

Retirees' activities — Raytheon Co., Andover, Mass., Albert W. Porter.

Presentation of trophies and certificates was made by Martha Daniell of Nationwide Insurance, chairman of the NIRA Awards committee.

Also serving on this committee were Edward M. Bruno, 3M Co.; Clarence R. Gillaugh, National Cash Register; and Dr. Max Shirley, Colorado State College.

Helpful Books On Recreation

Recreation directors trying to enlarge their professional libraries will find a real bargain in three books that are available to them through the NIRA office.

A few copies of the "Course of Study of the Institute of Recreation Advancement and Development" are on hand and will be sent to the first people who request them.

These books contain complete proceedings of the 1968 National Conference, with many specific program ideas and accompanying materials from various companies.

Copies of the "Course of Study" will be sent to those requesting them as long as the supply lasts.

Another value is the book, "How to Organize and Manage Tournaments," which originally sold for \$2.00. The helpful booklet is now available for \$1.00 as long as the supply lasts.

It contains a great deal of information about operating all sorts of tournaments — elimination, round-robin, consolation challenge — as well as data about billiard tournaments.

"Standard Sports Areas" is still available through the NIRA office for a cost of \$2.00. This manual presents the standard dimensions and specifications for sports areas commonly found in industrial recreation programs, and contains many helpful diagrams.

Anyone interested in having copies of any of these three publications is requested to write for the specific booklet from:

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Recreation Management

AUGUST
1970

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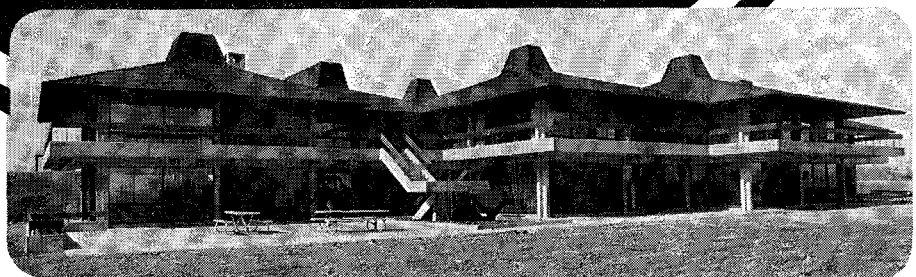
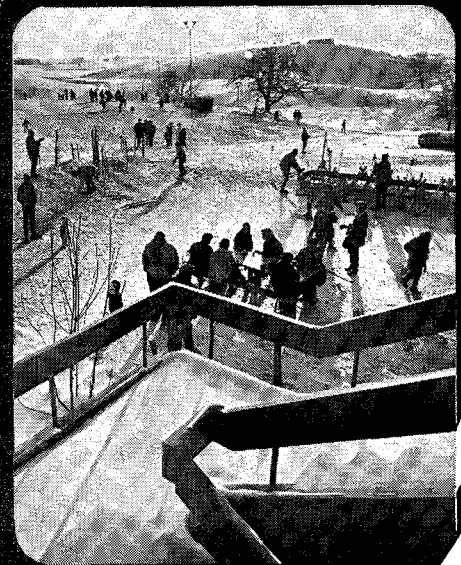
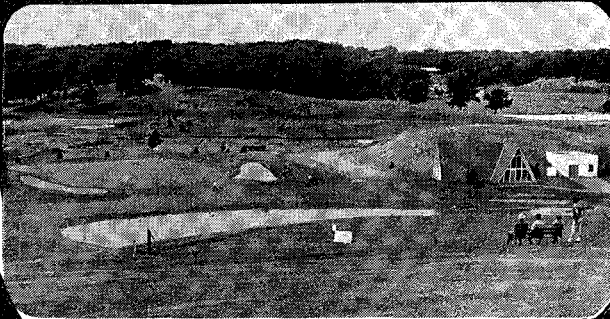
3M CLUBS TARTAN PARK

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OF TOLEDO

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FROM THE PRESIDENT'S DESK . . .

We are happy to welcome to NIRA our new executive director, Michael Fryer. He agrees with our board of directors that we will now make steady progress in helping our members to guide their industries in gaining maximum benefits from money spent for industrial recreation.

We believe Michael has the ability to help us fulfill the basic purpose of our professional existence — to help all employees and their families to realize a more meaningful way of life.

As members of NIRA, you elected a talented board of directors and, even more important, it is already an enthusiastically working board.

James Moyer, president-elect, is accumulating information for an excellent reference file for everyone.

The vice presidents, too, are already assuming leadership responsibilities. Art Conrad, vice president in charge of public relations and publications, has considerable to show for this period.

Pat Feely edited our first CIRA newsletter, which will be written the rest of the year by A. Murray Dick.

Mel Byers edited our first edition of NIRA **Keynoter**, an idea-filled publication that will be issued quarterly.

We now have an advisory board for R/M, chaired by Pat Feely.

Dick Wilsman has added a Region VII golf tournament to the already scheduled national one in August — and more are being planned.

Gary McCormick is filling out his committees in two very important areas — membership and the development of a five-year plan for NIRA. National meetings are also a part of Gary's responsibilities.

Region VII is working on its annual spring conference, and Region IV is organizing a September meeting. More information will be given on both of these important events later.

Bob Bauer has worked closely with Ed Mitchell, our treasurer, in making financial plans for this year. He also assisted in making a financial study with our new executive director.

Bob Delius has accepted the chairmanship of a new and very important committee devoted to making NIRA more effective. His very capable committee is now at work on recommendations.

Howard Honaker has been appointed as the NIRA representative to the international joint rules committee for the American Softball Association.

P. J. McCarthy and his committee have planned an outline for our national conference in Chicago next June. When you attend this conference, I am confident you will say "IT IS THE GREAT-EST!" It will be a helpful conference — one you can't really afford to miss.

Our thanks to Ed Mitchell who has gone in to the NIRA office regularly, and to our very capable office staff. They have contributed greatly toward making this a rewarding period for our Association while awaiting our new executive director.

Martha Daniell



Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

Published by the National Industrial Recreation Association,
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

ABOUT OUR COVER

A facility for all seasons is 3M Company's Tartan Park with its newly-completed clubhouse that enhances the already-existing golf, ski and play areas of the park, described on pages 4 and 5. Other articles in this issue deal with the industrial recreation facilities of different types of companies.

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AUGUST 1970
Volume 13, Number 6

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The use of natural structural materials adds to the beauty of the new clubhouse's interior, as shown in this view of one of the dining rooms.

TARTAN PARK ...

Case History Of An Industrial Facility

Employees of the 3M Company in St. Paul, Minnesota, get a real bargain when they pay their dues to join the company's recreation organization.

For one dollar a year each employee and members of his family are entitled to use Tartan Park, a 366-acre family recreation site, as well as the facilities of the large, attractive new clubhouse opened for use this past winter.

The two-story clubhouse contains several lounges, men and women's locker rooms and saunas, a well-stocked sport shop, and three separate dining areas that can comfortably seat 400 people.

The interior of the building which was designed by Stanley Fishman and Associates, a St. Paul architectural firm, is predominately constructed of stone and glass, with concrete-textured floors. The decor of the building is enhanced by heavy wood beams.

The center covers 24,000 square feet and will be used for such ac-

tivities as departmental gatherings, retirement parties, as well as Christmas, Valentine and New Year's functions.

It will also house activities related to golf, ski and tennis.

Additionally, dining rooms are available to employees for group parties, when 25% of those attending are 3M employees.

Casual Visits

Company people are encouraged, also, to drop in at any time for relaxation and refreshment.

Completion of this attractive clubhouse marks a milestone in the overall plan for Tartan Park that began taking shape in 1959 when the 3M Company purchased the farm-acreage site, just ten minutes away from the St. Paul plant.

At this point, officers of the 3M Club felt the time was fast arriving when public facilities would not accommodate the firm's growing number of employees.

The company agreed with their aim of a well-balanced recreation program, and made arrangements to buy the farm which is now Tartan Park.

Control of this land has been turned over to a foundation composed of members of 3M management and officials of the 3M Club. Development of the area is the responsibility of the club.

Over the years a picnic area and a shelter have been completed. A ski tow, ski slide, chalet, skating pond and toboggan slide have been added along with an 18-hole golf course.

Tartan Park is also used for archery, tennis, volleyball, badminton, softball and baseball.

Master Plan

The construction of a clubhouse was included in the master plan which was developed cooperatively by the company's professional recreational staff and 3M Club officers, several years ago.

While construction of the recrea-

ion building was financed by management, revenue to operate the facility will be derived from food and beverage profits, sales in the sport shop, and ski-tow and green fees.

Hopefully, operation of the clubhouse will show a profit that will be used to expand the facilities of the park.

This recreation center and the activities that will be held there will well serve 12,000 members of the 3M Club.

Even as 3M-ers are enjoying these facilities, work is going on to make the recreation center even *more* complete. Tennis courts, for example, have been laid out and will be in use by the fall of this year.

Corporate Philosophy

John Leslie, manager of industrial recreation for the 3M Company, and former president of NIRA, commented, "A recreation program is recognition by the corporation that people are important as individuals and not just as numbers on a production line.

"We think the years when a man is working should be meaningful years, so there should be opportunity for him to take part in activities that really enhance his life.

"The problems created by leisure will multiply," concluded Leslie, "if employees do not learn to use free time properly."

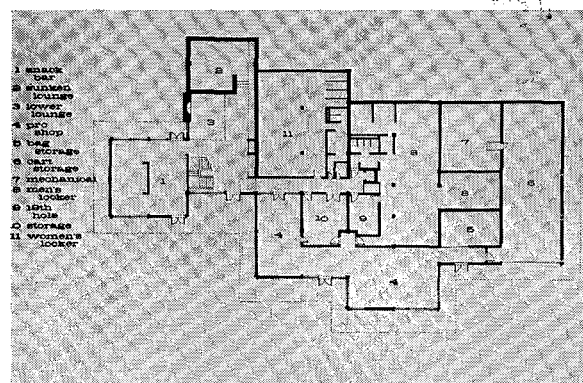
Obviously, with the completion of this recreation facility, 3M Club members have every opportunity to use their leisure time wisely and creatively!



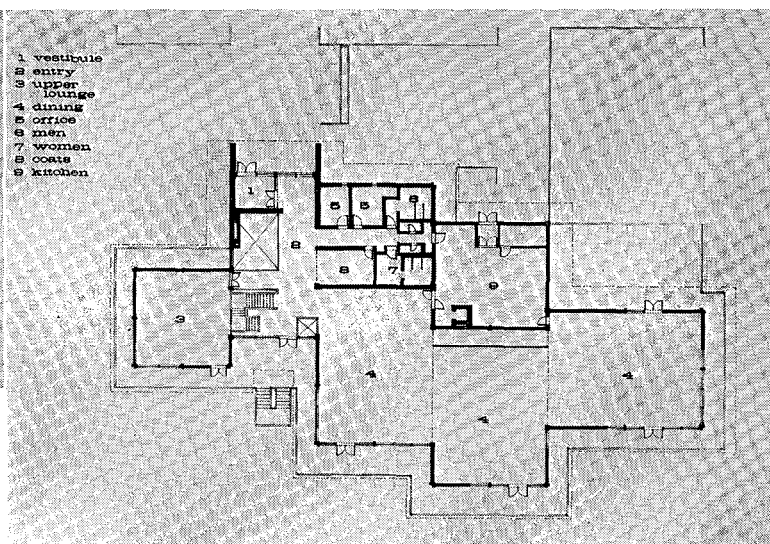
The attractive sport shop, above, carries wearing apparel as well as sports equipment for a variety of activities.



Après-ski congeniality and refreshments at the new clubhouse are obviously popular with many 3M Club members.



Floor plan of the lower level is shown above, while at right is layout of the second floor. Particularly versatile are the three dining rooms that can be opened into one large area that can seat up to 400 people.



Golf and Basketball Gain On Bowling in Survey

To keep abreast of changes in the fast-moving field of industrial recreation, NIRA conducts spot surveys with samplings from over the entire nation. A portion of the most recently-completed one is included here, showing the fifteen most popular sports in 132 member companies — and compares them with the favorites of 1957 as well as 1949.

Activity	Percent and rank-1949	Percent and rank-1957	Percent and rank-1970
Bowling	93.6 (1)	94.1 (1)	88.7 (1)
Golf	77.7 (3)	92.9 (2)	87.1 (2)
Basketball	69.3 (4)	72.5 (4)	76.5 (3)
Softball	82.2 (2)	90.8 (3)	69.0 (4)
Rifle & pistol	26.5 (10)	34.1 (7)	51.5 (5)
Volleyball	25.8 (11)	29.1 (8)	47.0 (6)
Archery	16.3 (14)	27.0 (10)	44.0 (7)
Horseshoes	50.8 (5)	40.8 (6)	44.0 (8)
Table tennis	44.3 (7)	41.2 (5)	44.0 (9)
Skeet & trap	*	*	42.5 (10)
Fishing	27.3 (9)	*	41.0 (11)
Snow skiing	*	*	33.4 (12)
Lawn tennis	36.0 (8)	20.8 (12)	27.3 (13)
Touch football	*	*	26.6 (14)
Badminton	20.8 (12)	22.0 (11)	25.0 (15)

*Not in top 15 sports that year

For more than 20 years, bowling has been the favorite sport in the industrial recreation field, with golf coming a close second.

Perhaps the biggest surprise uncovered in this survey is the renewed interest in basketball, which has overtaken softball as the third most favorite sport by 7½ percentage points.

Moving up steadily in the rankings over the last twenty years — and with increasing percentages of participants — are rifle and pistol shooting, volleyball and archery.

Horseshoes and table tennis both rank lower in this year's standings than in the past, but the percentages show that they are still extremely popular forms of competition.

Rounding out the list of the top ten sports is skeet and trap shooting — a sport that did not even make the list in 1949 and 1957.

Fishing reappeared on the list for 1970 in 11th place, with 41% of the surveyed companies offering this sport to its employees.

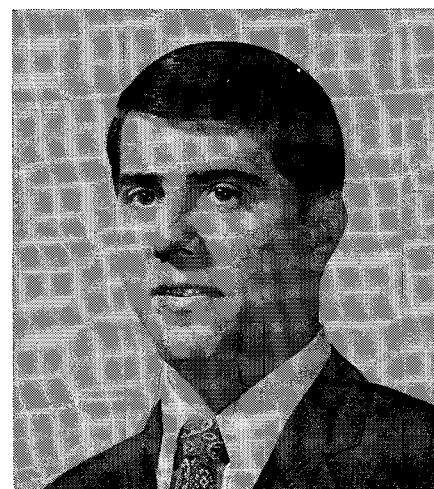
Two new sports appear on this year's list — snow skiing and touch football — in 12th and 14th places, respectively — separated by lawn tennis which ranked 13th.

Badminton, while lower on the list of favorite sports this year than in 1957, is available to more people — 25% compared to 22% in 1957.

Three sports are missing from the 1970 list that were included in the top fifteen previously — swimming, shuffleboard and roller skating.

While several individual sports have dropped in rank since the first research was done in 1949, this most recent survey shows that company programs have expanded tremendously — with even the 15th ranking sport, badminton, being offered to employees in one-fourth of the reporting companies.

NIRA Appoints New Director



Michael A. Fryer

The Board of Directors of NIRA has announced the appointment of a new Executive Director effective August 3. Filling this position is Michael A. Fryer, former Superintendent of Recreation for the city of Rochester, N. Y.

Fryer holds a Master's degree in recreation and school administration from George Washington University, and a B.S. from Purdue University.

He served on active duty with the U. S. Naval Reserve for five years — two of them as a faculty member at the United States Naval Academy.

He was also connected with special services at the Great Lakes Naval Training Center and while aboard the U.S.S. Guardian.

While acting as Superintendent of Recreation in Rochester, Fryer was responsible for the planning, operation and supervision of a recreation program for the 886,000 people who reside in that area.

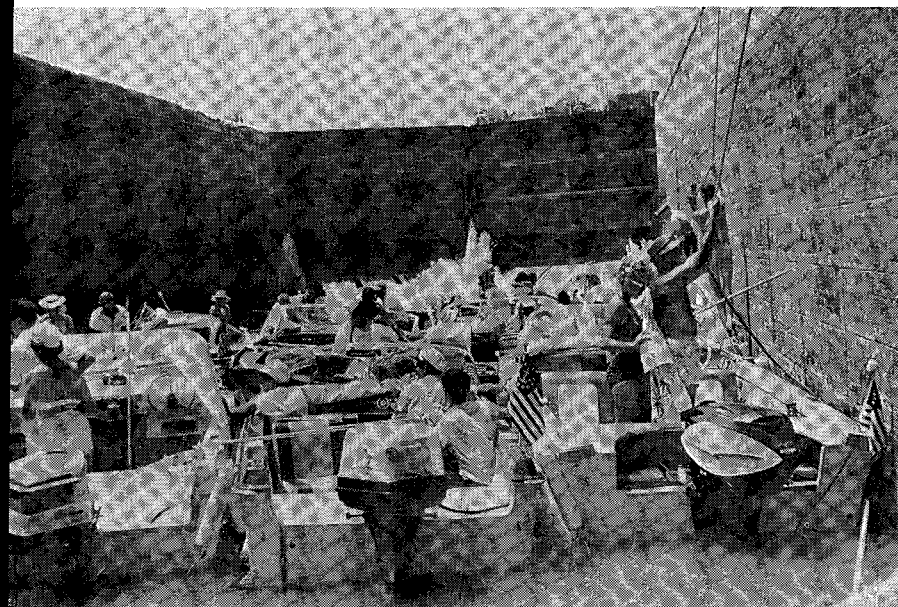
He is married and has one child.

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For Industrial Boat Clubs,

IT'S FULL SPEED AHEAD



Members of the Water Lilies Boat Club of Eli Lilly and Co. take a break as they are locking through the Kentucky River.

"A river is a good neighbor" says the old proverb — and the growing numbers of boat enthusiasts in the world agree wholeheartedly, unless they happen to live, instead, near an inland lake or the ocean.

The number of boat owners has increased steadily over the past few years and shows few signs of leveling off — in fact, one of the fastest-growing types of clubs in industrial recreation today is the boating group.

At the Lockheed-Georgia Co., for example, the largest GLERC club is the Boat Club, with 467 active members, compared to 388 a year ago.

Membership in this group entitles employees access to a fully developed 25-acre recreational area on Lake Lanier which includes boat docking facilities, picnic and swimming areas, boat houses, playground areas, campsites, fishing and the services of a year-round caretaker who lives on the property.

A monthly outing of Boat Club members is held at this area each month. The club also arranges with the Coast Guard Auxiliary to conduct three ten-week boat safety courses each year.

GLERC members who belong to

the Boat Club have the unique opportunity to build their own boats. The club provides a well-equipped boat shop that is available to its members for their use.

Boat building facilities include molds ranging from a 10-foot pram to an 18-foot deep-vee and 19-foot lightning sailboat.

Complete equipment for fiberglass lay-up from these molds is maintained by the club.

People building boats are issued keys to the boat shop so they may work on their boats at their convenience. Boat Club members are al-

so allowed to check out tools for use at home.

At the Eli Lilly and Co. in Indianapolis, Ind., boating fans selected an appropriate name for their club — the Water Lilies.

This organization serves 75 family members of the Lilly organization, and leases ground on the Ohio River near Vevay, Ind.

The Water Lilies Club has built and maintains a campground for members and guests and carries on a year-round program of activities.

Busiest time of the year is July 4 — regatta time — when boat races are held at Madison, 17 miles downstream.

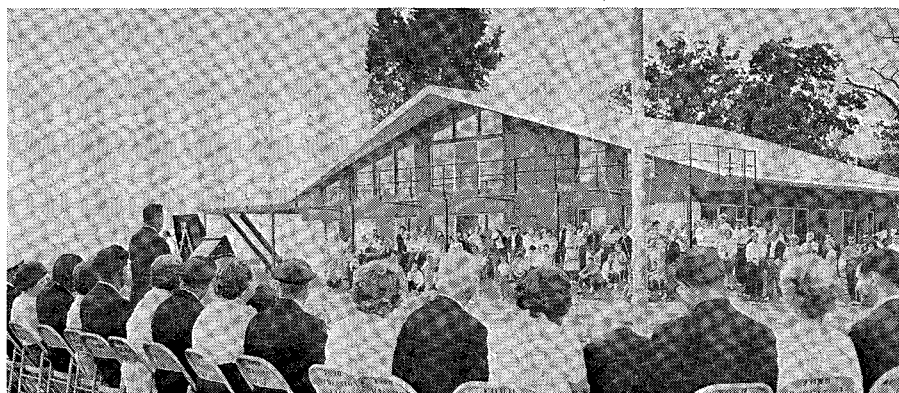
Every June members of the Water Lilies plan a vacation trip to Lake Cumberland where they camp as a group.

Each fall the club sponsors a wiener roast and hayride — and in the winter it organizes pot-luck suppers, movies and lots of boating-talk for its members.

Volunteer workers have turned the Water Lilies' launch and camp-site into an efficient, complete facility. Members, themselves, have constructed cement-block shower and washroom facilities, brought in and installed electrical and water hook-ups for campers, and built a cement launching ramp as well as docking and mooring facilities for their boats.

Another firm with a growing membership in its Yacht Club is the Ford

(Continued on page 8, col. 3)



Dedication of their new clubhouse this year was a big event for these members of Ford Motor Co. Yacht Club.



P. Jack Eflin and Robert Campbell were obviously pleased with the news that they had won first prize in the NIRA Bridge Tournament. The partners consider it something of a mixed blessing, however, since they have promised to take their wives along on the Caribbean cruise at their own expense!

DELCO-REMY PAIR WINS NIRA BRIDGE TOURNAMENT

A two-week Caribbean cruise in the company of Charles Goren is in the offing for P. Jack Eflin and Robert Campbell, Delco-Remy division of GMC in Anderson, Indiana, as the grand prize awarded to them in the 1970 NIRA Bridge Tournament.

The partners scored a 70.63% as the winning score in competition with 1,692 players at 46 different sites in the United States and Canada, according to tournament chairman, Ralph E. Hord, McDonnell Aircraft Co.

In second place were Letha Trimbach and Helen Nealon, Delco Products division of GMC, Dayton, Ohio. Their score of 69.77% entitles them to their choice of a vacation at Lake of the Ozarks or a trip to one of the A. C. B. L. national tournaments.

AM-FM clock radios were presented as third place prizes to Norman Fischer and Kim Blutreich, Battelle Memorial Institute, Columbus, Ohio, for their score of 69.32%.

Two pairs of players tied for fourth place with identical scores of 68.75%.

Recipients of portable transistor radios were A. W. Salkin and D. I. Harris, RCA Labs; and G. Byard and T. Mat-suoka, Eli Lilly Co., Indianapolis, Indiana.

Winning partners in regional play during the tournament were:

Region I — Salkin-Harris, RCA Labs;

Region II — Trimbach-Nealon, Delco Products div., GMC;

Region III — Eflin-Campbell, Delco-Remy div., GMC;

Region IV — M. Cosby-F. Shadowski, Martin Marietta Corp., Orlando, Fla.;

Region V — K. C. Karnik-N. J. Shah, Control Data Corp., Minneapolis, Minn.;

Region VI — W. Q. Smith-Ann Smith, Phillips Petroleum Co., Bartlesville, Okla.;

Region VII — Frank Gullledge-Virginia Gullledge, Salt River Project, Phoenix, Ariz.;

Region VIII — M. Shadwick-D. Dalziel, Crown Life Insurance, Toronto, Ont., Canada.

"There is one difference between a tax collector and a taxidermist—the taxidermist leaves the hide."—Mortimer Caplan, former director, Internal Revenue Service

BOAT CLUBS

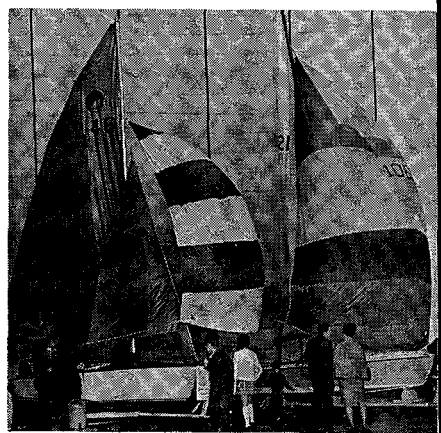
(Continued from page 7)

Motor Co. More than 300 employees are active in this twelve-months-a-year organization.

The club leases channel property on the southern-most tip of Grosse Ile, Mich., and this year completed construction on a new clubhouse, picnic facilities and dockage accommodations for more than 300 boats.

Activities of the Ford Yacht Club include racing and boating activity during the summer and social events in the winter months.

The Detroit River and Lake St. Clair are the scenes of activities of the Detroit Edison Company's Boat Club. This 56-year-old employee organization offers its members sailing instruction, use of ten club-owned



Employees at Lockheed-Georgia Co. are faced with the choice of purchasing a boat or building one of their own, when they belong to GLERC's Boat Club.

sailboats, power boat rides, docking areas for members' boats, plus social activities during the entire year.

This summer Edison Boat Club members are enjoying the use of their newly-completed clubhouse which contains a restaurant, locker rooms and refreshment areas.

Scholarship Winner

A senior at the University of Minnesota is the recipient of the NIRA scholarship this year. She is Donna Seline who will receive her degree in July of 1971, after which she hopes to study for her Master's.

The \$500 scholarship is awarded annually by a NIRA committee which this year was chaired by Fritz Merrell, assisted by Martha Daniell, L. L. Jarl, Richard Powers and Earl Schreiber.

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Name of Company _____

Address _____

No. of People _____

Approximate Time of Year _____

Individual in charge _____

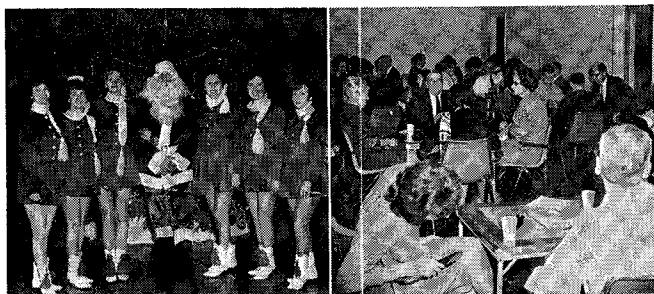
*All prices based on full pro-rata affinity charter of 250 people round trip from New York with split charter groups acceptable. Rates from other cities on request.

NIRA



Swimming lessons for employees' children are given every year at the six-acre lake at Camp Straus, center of Olin's summer recreation program

OLIN AWARDED HELMS TROPHY



Employee activities at Olin include such things as recruiting Santa and his attractive helpers, at left, and organizing the NIRA bridge tournament for employees, right.



"You-all come" is the invitation from Olin to the entire county — and thousands of them do attend the company's July 4 celebration.

Start with 2,800 employees — place them in a small town in North Carolina — add one dynamic employee activities supervisor such as Fritz Merrell — and you have the formula that won the Helms Achievement Award for the best recreation program in North America for the Olin Corporation this year.

While the recreation program Fritz Merrell organizes and supervises at Olin includes a wide variety of activities, family participation is stressed above all.

Besides the usual young children's Christmas party, for example, the company sponsors semi-formal holiday dances for teen-agers, an often-neglected group in industrial recreation.

Swimming lessons are offered to employees' children at the company's Camp Straus, as well as youth clinics in baseball, softball, basketball, tennis and golf.

Busiest day of the year for Fritz Merrell is probably July 4 when the company holds its annual picnic at the Camp Straus area. In the traditionally hospitable style of the South, all residents of the county are invited to attend, and some years as many as 10,000 people have accepted this picnic invitation. Free ice cream, popcorn and lemonade were served this year, as usual.

Adult employees at Olin Corp. have a wide choice of activities in which they may participate. Organized competition is planned for them in such sports as archery, baseball, basketball, bowling, golf, tennis, ping pong, horseshoes, shuffleboard, volleyball and swimming.

Popular with Olin employees are the numerous bingo parties, as well as bridge games.

Over the years, Olin teams have participated in many NIRA tournaments, including bridge, rifle, pistol, fishing and archery.

Olin's garden program for employees is an exceptional

one — any person requesting it is allotted one-fourth of an acre of company property on which he may grow flowers, fruits or vegetables for one year.

While Olin's recreation program began with the founding of the company in 1939, additional impetus was given it with the company's purchase in 1945 of Camp Sapphire properties, formerly a private boys' camp. The 375-acre camp contains a six-acre lake and approximately 100 acres of cleared recreation area, and has been named Camp Straus in honor of the founder of the company.

Steady improvements have been made to the camp over the years, and today Camp Straus has 11 picnic sheds (plus many additional tables), children's play grounds and equipment, three all-weather tennis courts, a softball and baseball field, horseshoe pits, shuffleboards, a field and target archery range, indoor basketball court, ping pong pavilion, bath house, canteen, lodge, a five-hole golf course and mountain trails.

These facilities are in use throughout the entire year. In addition to Camp Straus, Olin's gun club has a rifle range and skeet trap available.

Successful employee recreation programs do not just happen. As Fritz Merrell states, "Every employee at Olin has had a part in making our recreational program Num-



Races at the Fourth of July picnic are divided into age groups for boys and girls.

ber One in all of North America. Activities are begun and sustained only by the sincere interest and hard work of . . . all the employees."

Obviously, the Helms Achievement Award for 1969 has been presented to a company that has done an outstanding job of providing the type of recreation that its employees want — and of supporting and recognizing the efforts of its employee activities supervisor.



Accepting the Helms Achievement Award for his company this year was a man whose entire career has been devoted to service — Fritz Merrell, employee activities supervisor for Olin Corporation, Pisgah Forest, North Carolina.

Fritz received his certification as an industrial recreation administrator in 1962, but his interest in leisure-time activities precedes that by many years.

For 25 years the "Rebel," as he calls himself, has been active in Boy Scout work, serving as scoutmaster, assistant scoutmaster, cubmaster and troop committeeman. He has achieved the rank of eagle scout.

He and his wife, Virginia, have been active workers for the teen-age center of the Transylvania Youth Association, where Fritz serves as director.

Church activities also benefit from Fritz's energies. He has been training union director, deacon, a Sunday school teacher and superintendent of the young people's department.

THE MAN BEHIND THE AWARD

Monday, May 25, was a happy day for Fritz Merrell, when he accepted the Helms Award on behalf of Olin Corp. at NIRA's National Conference in Denver.

While serving in the U. S. Navy during World War II, Fritz spent 11 months assigned to the welfare and recreation department of VR4 in the Naval Aviation Transport Service.

When he returned to civilian life and to a job at Olin (then Ecusta Paper Corp.), he was placed in the athletics and recreation department. In August, 1947, he was appointed assistant athletic director — and in December, 1949, was named athletic director. He was assigned to his present position as employee activities supervisor in February of 1954.

The name of Fritz Merrell is well known to NIRA members, for he has been active in the Association for many years. He has attended 17 national conferences, many regional meetings and has served on several program panels and Association committees. He is currently chairman of the NIRA scholarship committee.

He has also been an active member of the North Carolina Recreation Society.

Alpine Ski

Skiing is the hottest thing that's happened to vacations since the Wright brothers. And skiing in Europe is even hotter. That's why ITB put together a package that will appeal to every one of the swingers in your group. It's a package that's priced so low no interested skier can afford to pass it up. (They can't stay at home and ski for less.)

The new ITB package features one of the newest, chic-est resorts in the French Alps. Belleville/Les Menuires. So new that the jet set is just now discovering it. So modern, it's bound to be the "in" place of the future. And you can offer it to your group now for a ridiculously low package price.

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Do-It-Yourself

Spirit Is

Secret of

PERA Club's

Success Story



Lessie Harris, above, is putting paint where it counts as she helps maintain her club. Below is shown another group of volunteers working on playground, with some excellent supervision.

During the early part of the 20th century, settlers in central Arizona found that any true development of the area would first require the creation of a stable water supply.

So these hardy farmers and other landowners banded together to form the Salt River Project—the nation's oldest, most successful reclamation development. Today the Project supplies water and power to major parts of urban Phoenix, and numerous other surrounding communities, as well as filling the continuing agricultural need for irrigation water.

But the pioneering, do-it-yourself spirit of the Arizona pioneers has not been lost. For the past 19 years, Project employees have been building and adding to the PERA Club, (the Project Employees' Recreation Association).

It all started in 1951 when four employees of SRP began to dream of a summer retreat in the mountains where employees would go to escape the heat of Arizona summers. But they soon discovered that building and maintaining such a facility would be costly and restricted to only a few employees.

Their thoughts then turned to locating a recreation center in the Phoenix area, giving employees easier access and year-round usage. The Project's management gave the idea their approval and leased them eighty acres of unimproved land for \$1 a year. The Project Employees' Recreation Association was incorporated Dec. 18, 1951, and the non-profit association was on its way.

Applications for membership poured in, and employees volunteered their own time to construct the recreation facilities. All equipment and supplies were donated by the company.

The first project undertaken was a swimming pool and



ker room area. The pool still is the most used single PERA facility. They next erected a two-story clubhouse where they could hold social functions. Within the clubhouse is a complete kitchen, administrative offices, and a large 300-capacity assembly area. Upstairs, the adult lounge area features modern bar facilities, billiard tables, jukebox and color television. This area provides enough space to allow members adequate room to hold large social dances for over 300 members, families and guests.

Picnic ramadas were added with a large covered area that seats over 300 people. There also are charcoal grills and an underground barbecue pit capable of barbecuing 1,000 pounds of beef.

Later, athletic facilities began to take shape. A softball field was built with lighting and bleachers for 200 softball posters. Two of the Valley's finest tennis courts were then added. The courts were lighted for night play and were completely fenced and backboards installed. The tennis courts were followed by two shuffleboard courts, an outdoor basketball court, a volleyball court, two horseshoe pits and an American archery range.

To meet the needs of hobbyists within the Project, a special building was constructed to house their meetings. The structure was complete with a lapidary shop for the Rock Wranglers Club, a ceramics shop for the Arts and Crafts Club, a ham radio shack for the Radio Club, and a complete darkroom for the Photo Club.

Recently a park and playground area was built. The area provides nine acres of shade trees, grassy play areas, picnic tables, charcoal grills and a lighted playground for children.

To provide members with equipment for these facilities, an equipment checkout room supplies recreation equipment for use on any PERA areas. A sport shop soon developed to allow members of the club to purchase athletic or recreation equipment.

To go with these physical assets, the PERA Club provides

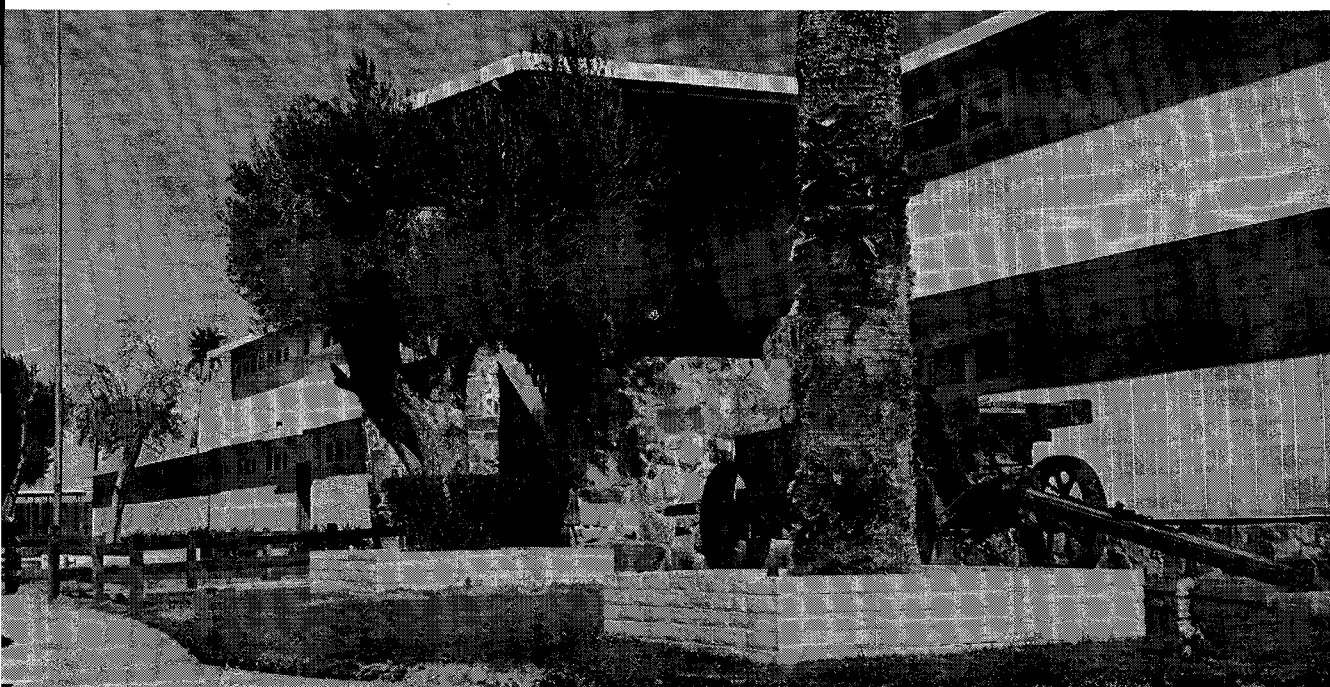


Would you believe it's a PERA Luau? The do-it-yourself spirit obviously carries over into social activities!

twenty-five athletic activities and sponsors five industrial league teams. The sports include swimming (also lessons for all, from tiny tots to senior life savers), swim teams, winter and summer softball leagues, a touch football league, and golf lessons.

Among the special interest clubs there are also the Bowling Club, Bicycle Club, Chevron Rod and Gun Club, Golf Club, Cue Club and a Ski Club. PERA provides all these

(Continued on page 20, col. 2)



This is the main entrance of the building housing many of the PERA activities on the 83-acre site in Papago Park which leases for \$1 per

year to PERA Employees. The two-story clubhouse is adaptable to all kinds of social functions and will hold 300 people in the assembly area.

NIRA NEWSLETTER

September Date Set For 21st Trap Shoot



Detroit Steel team members discuss some of the rules at last year's tournament, with Bob Bauer, Armco Steel, (center), chairman of the event.

The Middletown Sportsmen's Club in Middletown, Ohio, will again be the scene of the annual Armco National Industrial Invitational Trap Shoot.

This competition, which is sponsored by Armco Steel and co-sponsored by NIRA, will be held on Sunday, September 13, according to Robert L. Bauer, activity advisor for Armco and NIRA vice president, chairman of the event.

Any industrial firm is eligible to participate in the shoot, but no more than seven teams per company location may be entered.

This 21st annual tournament will be a five-man event in which each

man will shoot 50 birds — the first 25 from the 16 yard line, the second 25 birds according to a handicap scale.

Entry fee will be \$10 for each team, and trophies will be awarded to first, second, third and fourth-place teams; to the four high individual scores; and to the five individuals on the first four teams.

The high gun, high team and runner-up also win a day's shooting and hunting at Nilo Farms, through the courtesy of the Winchester Shooting and Development Department.

For further information, contact Robert L. Bauer, Armco Steel Corp., Middletown, Ohio 45042.

IN MEMORIAM

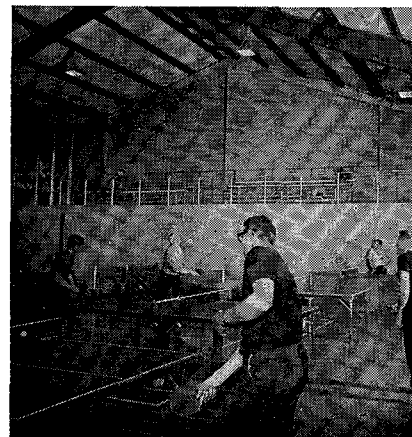


NIRA members will be saddened to learn of the death of C. A. Benson, past president of the Association in 1948-'49. He had retired in 1965 as director of employee activities of Kodak Park Athletic Ass'n. He had been with Kodak for 42 years.

Surviving are his widow, Bertha, and two daughters.

AROUND THE CIRCUIT

A new field house designed for ping pong, volleyball and fencing was completed recently at the Ft. Worth division of General Dynamics. The ne



80 x 60 foot building contains spectator balcony with bleachers that will seat more than 150 people.

Eight ping pong tables can be set up at one time in the new structure.

Completion of this building brings to four the number of fieldhouses available to General Dynamics employees in Ft. Worth. All of them a

(Continued on page 18, col. 1)



New officers and directors of the Lockheed-Georgia Employees Recreation Council were sworn in recently by Director of Public Relations Lee Rogers. Left to right are Rogers; J. R. Herring, secretary/treasurer; J. J. Roark, president; J. W. Parker, planning committee; Margaret Cameron, first vice president; Value Bown, second vice president; A. E. Holmes, intra-council committee; Margaret Wood, entertainment committee; and M. C. Joiner, athletic committee.

In Los Angeles Book The Fabulous Forum For The Big Ones

July 28-August 10—Ringling Brothers, Barnum & Bailey Circus

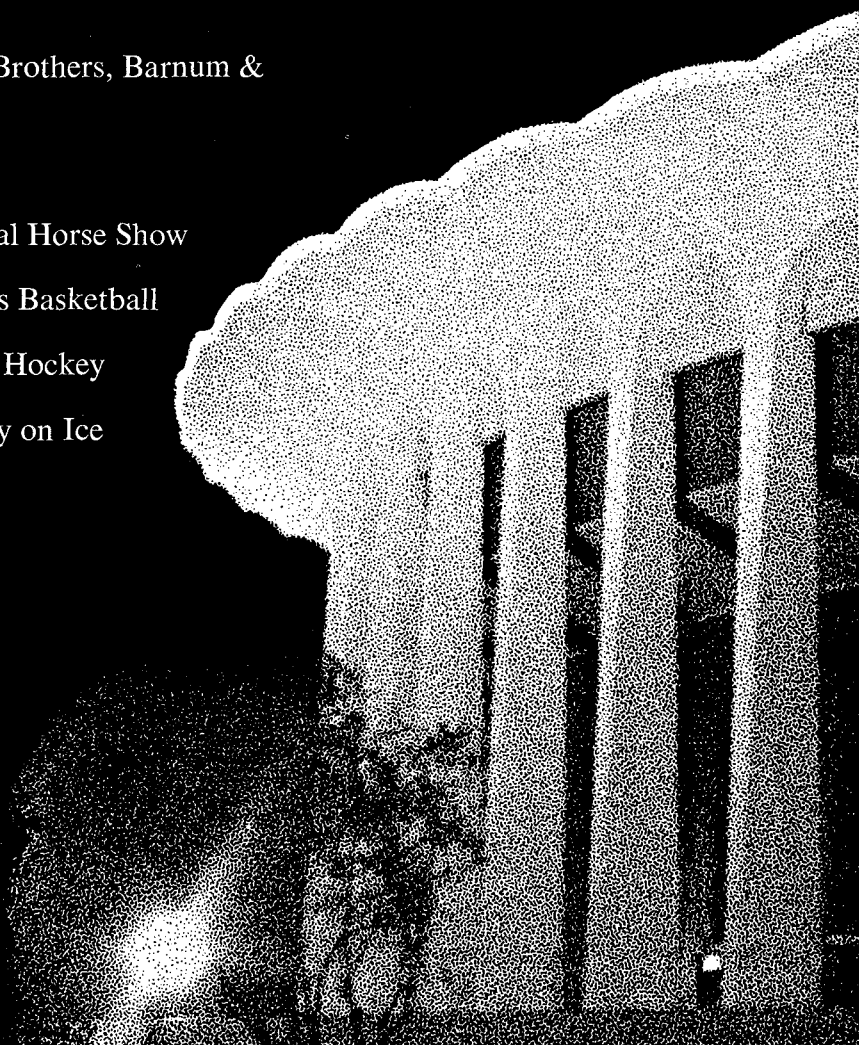
Sept. 10-27—1971 Ice Follies

Oct. 7-11—Forum International Horse Show

Oct.-May—Los Angeles Lakers Basketball

Oct.-May—Los Angeles Kings Hockey

Jan. 5-17, 1971—1971 Holiday on Ice



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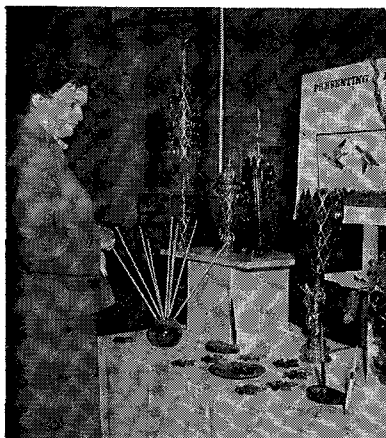
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NIRA NEWSLETTER

(Continued from page 16)

equipped with heat and air vents and have vinyl asbestos floors.

Other fieldhouses at this General Dynamics plant contain a rockhound workshop, karate room, handball courts, model airplane room, as well as space for such activities as fencing and basketball.

Highlight of the softball season for the Rosemount Engineering Co. in Eden Prairie, Minn., was a triple play made in a game with T.E.C. With a man on first and second, the batter

hit a line drive on the ground in front of the shortstop, who threw the ball to the second baseman for a force-out. The second baseman in turn threw to first for the double play.

During this time, the runner on second wandered off base in complete confusion — until the first baseman walked over and tagged him for the third out. They'll be talking about that one for a long time in Eden Prairie!

Dominion Foundries and Steel, Ltd., was the scene of a new activity this

spring — one that was so popular promises to become an annual event. This was an art show, sponsored by Dominion's Camera Club to highlight cultural activities in an effort to increase its membership, and to show employees in a new perspective.

Approximately 500 people attended the two-day affair in Hamilton, Ontario, and viewed the 110 paintings and other objets d'art that were on display, shown in the pictures above. Included in the show were pen and ink cartoons, water color paintings, sculptures, photographs, oil paintings, wood cuts, and articles molded in plastic.

Plans are now being made to sponsor an art show every year, since the initial effort was so successful.

Otto E. Seibel, personnel director for Concordia Publishing House in St. Louis, was honored recently at a testimonial luncheon, marking his 50 years of service with the firm.

Currently a NIRA director, he has also held office in the St. Louis Industrial Recreation Council.



Otto Seibel displays album of congratulatory letters from business and professional associates received at luncheon in honor of his 50 years with Concordia Publishing House.



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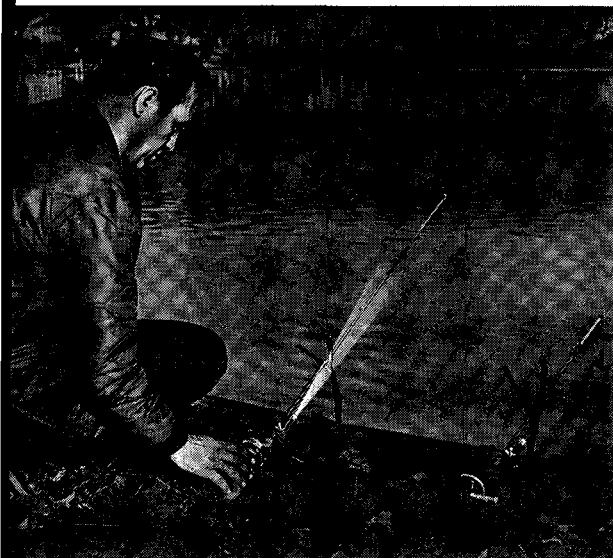
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NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606.** Refer to the product by number.

or Nighttime Fishing

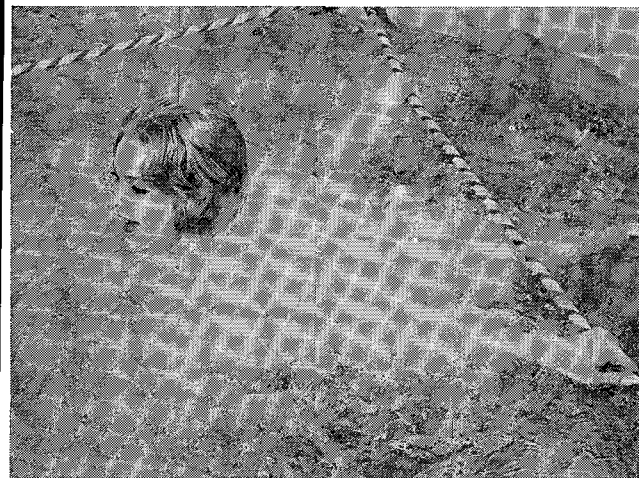


A signaling device called Bite-Lite alerts night fishermen with a bright beam of light to the slightest nibble or the hardest hit. It is said to be easily attached to any standard rod or pole and will not interfere with casting or reeling-in. Employees of NIRA member-companies are offered a special discount on this item.

Write for information on No. 122.

Whirlpool Massage

A Jacuzzi whirlpool inlet can be installed in a swimming pool very simply, claims the manufacturer, making the pool a working-size water massage unit. The recessed whirlpool inlet



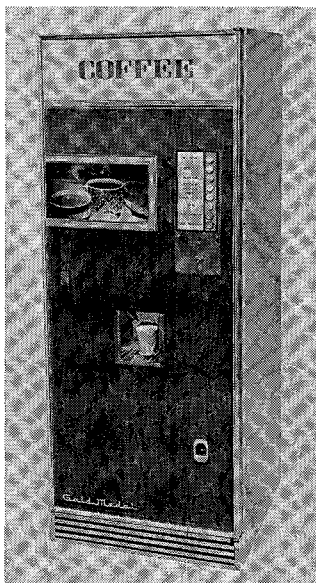
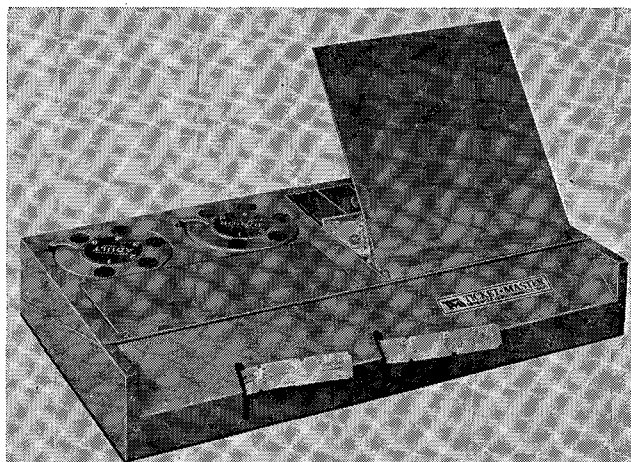
constructed of corrosion-free white Cylolac with heavy-duty stainless steel shell and chrome plating on all removable, exposed parts.

Write for information on No. 120.

Portable Ticket Office

A portable ticket-dispenser and change maker that requires no electricity is now on the market. Individual dials dispense from one to five tickets from two rolls, permitting separate tickets for two categories to be sold. The manufac-

turer claims this portable "ticket office" speeds up handling. Write for information on No. 117.

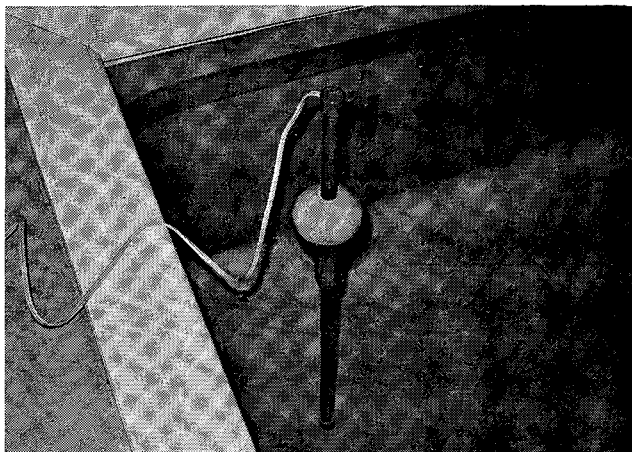


Small Plant Vender

Designed especially for small plant operations is the new Gold Medal model 350 coffee vender. The unit features coffee four ways, plus whipped hot chocolate, and tea or soup option. It hooks up to any 1/4" water line and plugs into any 110 volt line capable of furnishing 10-1/2 amps.


Write for information on No. 116

Prevent Freeze Damage



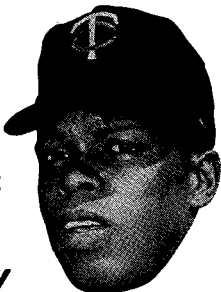
Stop-Loss is said to protect concrete and vinyl swimming pools during the winter, and to keep ice smooth for skating. It protects against ice to 36 inches deep.

Write for information on No. 121.



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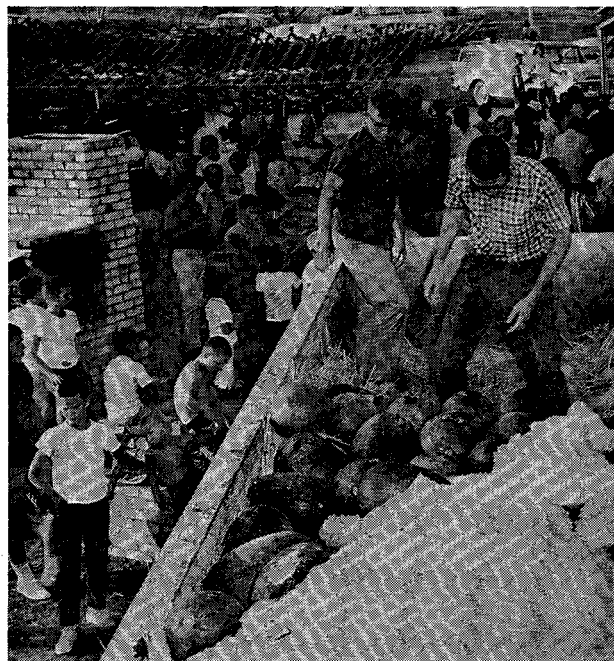
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PERA CLUB

(Continued from page 15)



Ice cold watermelon is a popular attraction at the PERA July 4th Watermelon Bust.

clubs, and others, with facilities in which to hold their meetings, plus help in sponsoring events.

Social events at PERA are diversified and include monthly bingo and movies, mystery travel trips, dance family night dinners, football party trips, holiday celebrations, plus an International Club, Grandmothers Club and a Bridge Club.

The children aren't left out either. They find programs which range from a Teen Club to a Summer Day Camp. The Day Camp provides 125 children with activities designed to let them express their creativeness in a variety of recreation and crafts areas. A special "Kidzarama" several times a year features magicians, a puppet show, clown acts, cartoons and inexpensive refreshments. Then there's always the PERA Christmas Party, so the young ones may talk to Santa, enjoy carnival rides and break into the holiday spirit in general.

Professional Staff

To make all these activities possible, PERA is run by a full-time professional staff of ten, including a manager, activities supervisor, three recreation aides, an accounting technician, a secretary and three full-time maintenance men. Volunteers from the Project fill in to provide the manpower for the really big activities.

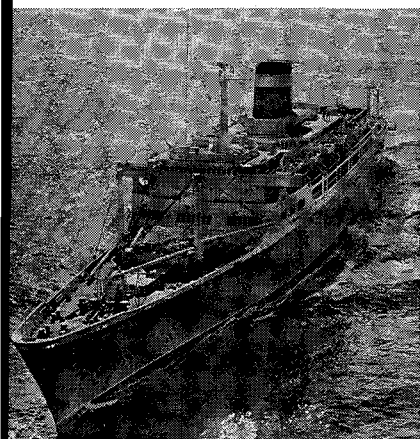
All policy-making decisions are handled by a Board of Directors elected by the employees to a three-year term.

And to make sure the pioneering spirit never runs out of ideas, the PERA Club operates on a ten-year long-range planning program. As facilities and plans become a reality, new ones are projected. Volunteers for construction work on the implementation of a program are always there to help.

This do-it-yourself spirit of the PERA Club has not gone unnoticed, for the Salt River Project has received the Helmer Award twice.

RAVEL

THE WORLD'S FIRST CRUISE for persons who are trying to stop smoking will be conducted this fall by the Institute for New Motivations in New York City. The two-week trip will be on the SS Santa Paula of Prudential-Grace Lines, and stops will be made in Curacao, Caracas, Aruba and Jamaica.



Santa Paula is site of the world's first cruise for persons seeking to break the smoking habit.

A number of professionally developed techniques will be available to assist passengers in their goal to break the smoking habit, and self-help will be stressed.

THE CANADIAN TOURIST ASS'N is sponsor of a program called "Meet the Canadians at Home," which gives visitors in the country an opportunity to spend some time in the company of host families. The non-commercial program involves no financial obligation.

Complete information is available from the Canadian Tourist Association which is located at 8 King Street East, Toronto, Ontario, Canada.

AMERICAN FLYERS Airline provides its own form of entertainment for passengers. On longer flights, they will now find a well-stocked library of current paperback books available.

PERSONALITIES

ROBERT M. KLINE has been appointed to a newly-created post of Director-Air Agreements and Aircraft Marketing for World Airways. He has been with the firm

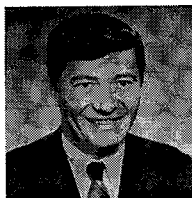
NEWS ROUNDUP

FROM THE WORLD OF RECREATION

since 1967, previously serving as assistant to the senior vice president.

WARREN W. ASHLEY, JR., has been appointed director of sales for Purdue Airlines, West Lafayette, Indiana. His new post is a result of Purdue's management reorganization and expansion into all-jet charter service.

As director of sales, Ashley will direct the operation of the company's regional sales offices.



Warren W. Ashley, Jr.

PLACES AND EVENTS

THE ORIGINAL BAT used by Babe Ruth has been shipped to Osaka, Japan, where it is now displayed with other Ruthian playing gear in the U.S. Pavilion at Expo '70. The 35 1/2-inch, 42-ounce bat, held here by J. A. Hillerich III, was used by the Babe to knock out hits in 1920, including his 50 and 51 homers of that season.

In cooperation with the USIA, Hillerich and Bradsky furnished bats of the personal model Louisville Sluggers used by many baseball stars of present and past.

SMITH ENTERPRISES, Rock Hill, South Carolina received recognition on two fronts recently. The firm was named "employer of the year" by South Carolina Ass'n for Retarded Children and the state department of vocational rehabilitation — and the company's president, H. F. "Dick" Burris, Jr., was named "Small Businessman of the Year" by the national Small Business Administration.

THE NATION'S FIRST Sport Fishing Museum will be officially opened to the public this summer

in a small up-state New York town, South Otselic.

Purpose of the museum, sponsored by the Gladding Corp. will be to preserve, restore and conserve relics and historical objects relating to sport fishing.

BOOKS AND FILMS

"BETTER GOLF WITH ARNOLD PALMER" is the title of a new film that follows Palmer during tournament play at the Kaiser Open in California. He describes the type of shot facing him, how he played it and what happened during these four days.

The film is distributed on a free-loan basis from the Audio/Visual Division, Sears, Roebuck and Co., Dept. 703, 303 East Ohio St., Chicago, Ill. 60611.

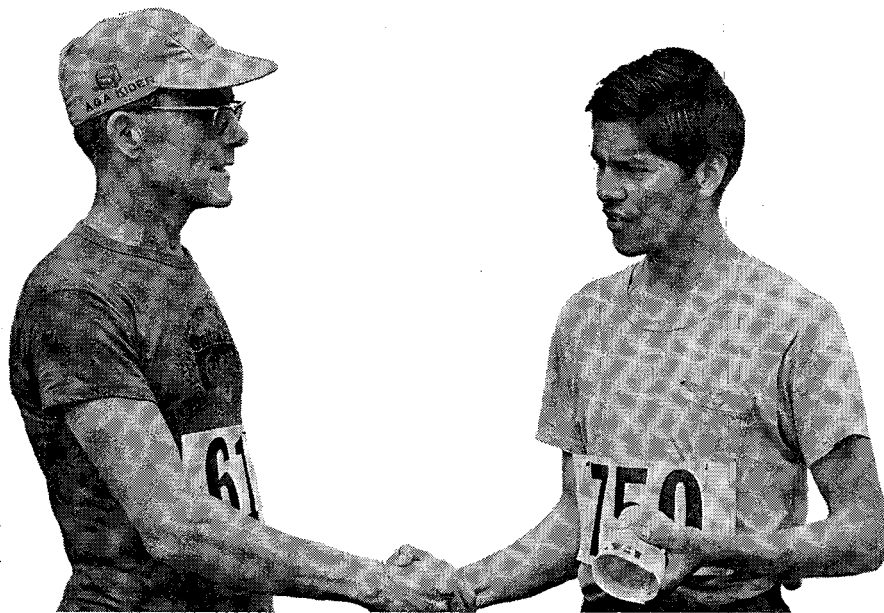


Arnold Palmer demonstrates his form in a new film shot during four days at the Kaiser Open.

FARM AND RANCH VACATION GUIDE contains detailed information about more than 400 farms, ranches and lodges in 50 states and Canada where vacationers may stay for a unique visit. The book is available for \$1.95 from the guidebook's headquarters at 36 East 57th Street, New York, N.Y. 10022.

HARRY (BUD) GRANT, the Vikings' NFL Coach of the Year, and John D. Callahan, marketing director for Theodore Hamm Brewing Co., staged a preview recently of "40 for 60," the 1970 edition of Viking football highlights, a film story of the team's march

(Continued on page 22, col. 3)



Corporate Secretary Don Logan congratulates fellow TWA marathoner, Rodolfo Narvaez.

THE CORPORATE JOGGER — OR, AN EXERCISE IN EXECUTIVE FITNESS!

Editor's note: What the World Series is to baseball, the Boston Marathon is to jogging. Run each year in April on Patriots Day, the race has been an annual tradition since 1897. Length of the course is a grueling 26 miles, 385 yards, and no cash prizes are awarded to the winners. Here is one man's story, as it originally appeared in the TWA Ambassador, of what it's like to participate with more than 1,000 other men in the Boston Marathon — and to finish in 656th place.

Four hours and 18 minutes after he started, TWA Corporate Secretary Don Logan trotted across the finish line, bone-tired, sore-ankled and ready for the "best bowl of beef stew I ever had."*

Whether Logan is the healthiest TWA executive is moot, but he certainly is the fleetest afoot.

Logan started jogging at his wife's urging two years ago to get rid of an incipient middle-age spread. First a quarter mile; then a half; finally three miles a day.

"Then," says Logan, "I wanted a goal to run for, and mine was the Boston Marathon. Not to win; to *finish*."

Residents along the route are founts of Boston hospitality. They offer fresh fruits, smiles, encouragement.

"They even refer to newspapers to identify you by your number. Strangers called out, 'C'mon Donald Logan, you can make it.' It was a genuine outpouring of goodwill."

Most runners trot without socks as Logan did, greasing their feet with petroleum jelly to escape blisters.

"You don't wear socks because they're unpredictable. They may crease anywhere and cause a blister."

The Boston Marathon is a social event, says Logan. Runners cluster as they run, talking about the race, encouraging each other. "You'd think they'd be too short of breath," says Logan, "but once you've hit your pace you seem to be able to carry on a normal conversation while running."

Logan says running has improved his health, too. "When I started running, my at-rest heartbeat was 83 per minute; now it's 46 per minute, working about half as hard."

Like most dedicated runners, Logan has become an advocate of running for everybody. "But, I try to avoid being evangelistic about it."

Apparently it's catching on with his co-workers. There are now an even dozen top-level TWA executives pounding the pavement every morning.

*Served to every runner in the Marathon

NEWS ROUNDUP

(Continued from page 21)



Bud Grant, left, and John D. Callahan

to the NFL title. Made by NFL Films for Hamm's, the movie is available for organizations requesting it. Request should be directed to Hamm's Film, 1560 Selby Avenue, St. Paul, Minn. 55104.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS AVAILABLE

SEWELLS POINT OFFICERS' GOLF CLUB, NORFOLK, VIRGINIA — beginning in October, 1970, opening for combination golf pro-course superintendent for 18-hole golf course. Responsibilities will include maintenance of golf course and providing lessons. Remuneration will consist of guaranteed annual salary, all earnings from lessons, and fringe benefits. Expertise in golf course maintenance mandatory. Relocation expenses will be subsidized. Send resume and annual salary desired to Commanding Officer, Naval Station, Norfolk, Virginia 23511.

MISCELLANEOUS

NEW SOLID STATE GOLF BALLS — indestructible N.G.A. approved \$3.40 dz. Represents excellent condition \$2.25 dz. Championship tennis balls \$3.25 dz. Send for brochure The American Co., Merrick, L. I. 4, New York 11566.

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The cure for cancer



There is no doubt that sooner or later research will find the ultimate cure for cancer. We can help make it sooner. If you help us. Give all you can to the American Cancer Society.

Fight cancer with a checkup and a check.





Linda Metheny, U.S. Olympic Team member and winner of four Pan American Games gold medals, demonstrates the National Compulsory Routines for Girls.

women's GYMNASTICS

Full Color "Sport Techniques" 8mm Loop Films Show it Like it is.

Freeze Frames and Slow Motion sequences emphasize fundamentals of the

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National Compulsory Routines demonstrated at three skill levels

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LOW INTERMEDIATE
HIGH INTERMEDIATE.

Each skill level contains seven films covering all routines.

These cartridge loops are adopted by the Division of Girls' and Women's Sports (DGWS) and the National Gymnastics Federation as showing the approved National Compulsory Routines.

SUPER 8 **\$15⁰⁰**
EACH

ONE SKILL LEVEL OF SEVEN FILMS **\$99⁰⁰**



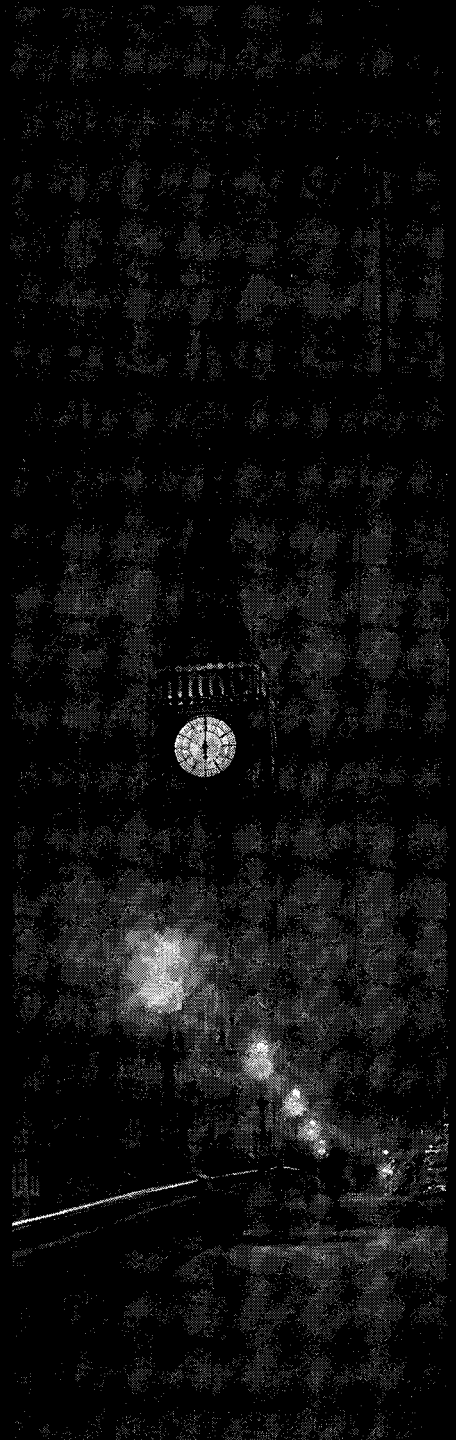
For details on all "Sport Techniques" Instructional Aids, write for a catalog.

THE ATHLETIC INSTITUTE

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Chicago, Illinois 60654

Recreation Management



Air Special your employees to Europe on TIA. They'll save up to 50 percent!

Your employees actually can save up to 50 percent on a tour of Europe because they travel Air Special on TIA group charter rates. Two hundred and fifty members of a New York City professional group toured London, Paris and Rome for three weeks for just \$395 per person. If they had traveled in the non-summer months, this same trip could have been as low as \$295. This low prorated price covers air and ground transportation, hotel accommodations and sightseeing. Your employees can enjoy equally big savings to any destination. Leave from anywhere. Go anywhere: the Orient, Africa, Caribbean, South America. Save as much as 50 percent because travel is on affinity charter instead of individual fares. But keep in mind, a group tour can be as personal and private an adventure as your employees wish to make it. What's more, they'll enjoy superb food and gracious in-flight amenities because they're flying Air Special on TIA, the world's largest vacation charter airline. Now if you're ready to go, simply contact your travel agent or TIA. It's easy to organize a tour because we have TIA Tour Consultants, brochures and many exciting sales tools to help you assemble the group. Fill out the coupon and let's get this vacation off the ground!

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(Approx. no. of people in local organization)

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Destination _____ Departure Date _____



Recreation Management

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Volume 13, Number 7

SEPTEMBER 1970

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ABOUT OUR COVER



The excitement of the big city — the lure of the outdoors — the exotic appeal of far-away places — all are under consideration at this time of year, as plans are being made for next year's travel vacations.

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FROM THE PRESIDENT'S DESK

Two days in the Chicago office with the new Executive Director plus activity there since he moved into the position, have convinced me that the screening committee selected a well qualified young man as director of our national organization.

Last month the "How to Make NIRA More Meaningful" committee under the leadership of Robert Delius, was mentioned. This committee consists of Mary Best, Miles Carter, Larry Diehl, Wally Dowsnell, Bidmonds, Pat Feely, Mary Kennelly, Ken Klingler, Fritz Merrell, Fred Wilson and Dan Zieverink.

They have already sent in suggestions that have been adopted or are being studied further. This committee is making a real contribution toward a more service-oriented NIRA.

Incidentally, this quarter will see Bob Delius reaching "that age" — beginning a new career — no, not into retirement, but giving him more time to intensify efforts to make life more meaningful for his fellow managers. We hope that he will also continue to be active in NIRA.

The NIRA Keynoter was mailed to all members this past month, with Mel Byers as editor. Members of Region III and Region V had a golf outing on August 11 at the Playboy Club in Lake Geneva. The 1971 Conference committee is working diligently toward an early announcement of tentative program plans.

COMING EVENTS —

- September 13 — Western regional golf tournament, Las Vegas, Nevada
- September 13 — National industrial trap championships, Armco Steel Corp., Middletown, Ohio
- September 23 — NIRA executive committee meeting, Sheraton O'Hare, Rosemont, Illinois
- September 24-25 — NIRA board meeting, Sheraton-O'Hare, Rosemont, Illinois

Martha Daniel

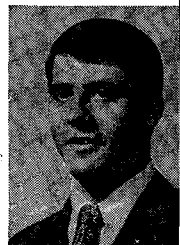
Views about Recreation

Readers of **Recreation Management** have been aware that a vacancy existed in the position of Executive Director of NIRA and publisher of **RM**. I assume this position with sincere pleasure, as I am very enthusiastic about the potential of industrial recreation and the Association.

During the interim, Esther Buttrick, Michelle Milas, Betty Gazel and the board of directors devoted their time and skill to provide a smooth transfer of leadership. The recreation profession and the Association are honored by the caliber of these outstanding people.

Recreation — most particularly industrial recreation is moving forward with such vigorous force that the potential of the profession is unlimited.

With changing trends in business and the advent of the shorter work week, have come changed attitudes on the part of employees toward the work.



(Continued on page 9, col. 1)

THE BOEING 747, A PROGRESS REPORT

The "Garden Jet" . . . "Jumbo" . . . the "Friend Ship" . . . "Yankee stadium in the sky" . . . the "Astroliner" . . . different people call it by different names, but there's no doubt that the 747 has made an impact on travelers since it was first introduced by Pan American on January 21.

Well over one million people have flown on this new plane already and, as deliveries from Boeing continue, the second million mark could well be reached before the end of this month. By the end of 1970, one hundred 747s — belonging to 30 different airlines — will be flying all over the world. In 1971 there will be so many of them that they will have become commonplace.

What can you look forward to when you arrange your travel group's first trip — or start your own vacation — on one of these giants of the sky?

Has the plane lived up to its mechanical expectations? Have long, impatient lines of travelers formed at baggage counters as was predicted? Have any unforeseen problems arisen in the plane's operation?

Many surprises will await you when you board the 747 that first time. If you think, for example, that it's difficult to account for everyone in your group while sight-seeing in Rome, consider what it would be like to lose them while you're still on the plane!

R/M SURVEYS REACTIONS

To give its readers some idea of what 747 travel offers the tourist now that the initial shake-down period is over, *Recreation Management* has conducted its own survey of airlines personnel and regular travelers who have flown on the 747.

One of the most impressive facts uncovered by R/M's survey was the response of the various airline pilots to the plane. To a man, representatives of each line stressed the enthusiasm of their pilots for this new plane.

Cited as reasons were the ease in handling, pre-planning that went into design of the plane, and the easy transition from flying the 707 to learning to fly this larger jet.

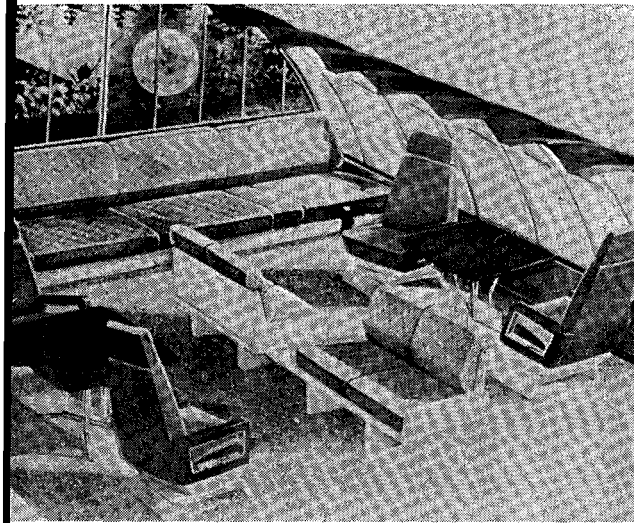
As a spokesman for Pan American explained, "Other planes have usually been designed by engineers only — but a supervisory *pilot-engineer* worked right along with the Boeing people in the designing of the 747.

"Consequently, some of the common pilot-complaints have been eliminated — such as the switch that is poorly placed or the instrument dial-face that a pilot might feel is hard to read."

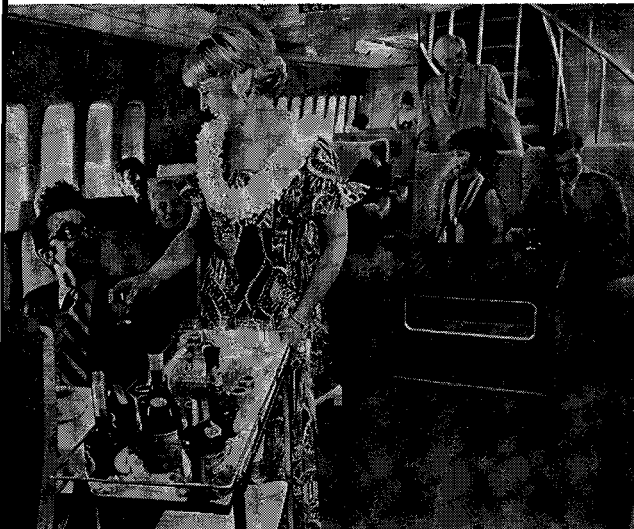
TWA pilots tell their management that the "big bird" handles much like a 727 — Lufthansa pilots say it has exceeded their expectations in flight performance — and all pilots seem to feel the transition to flying this new plane has been a very simple one for them to make.

While the 747 engines have two-and-one-half times the thrust of those on the 707, the two planes can use the same runway.

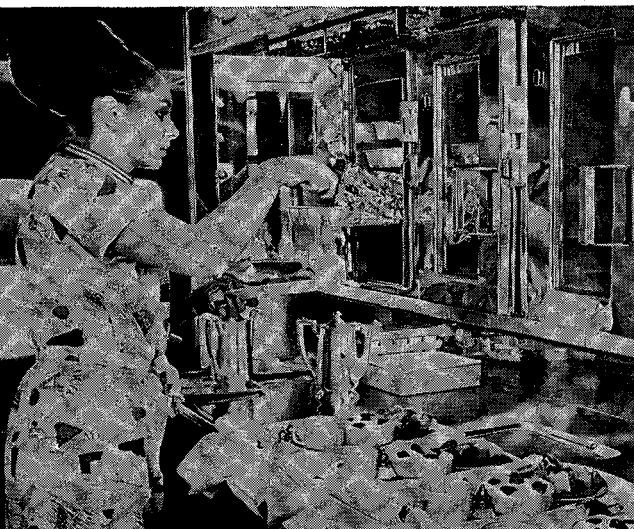
(Continued on page 7, col. 1)



"Teahouse in the Sky" is the appropriate name Japan Air Lines has selected for its penthouse lounge.



Spacious — and gracious — is the inflight environment in this portion of a United 747's first class section.



Microwave ovens for high-speed cooking help TWA stewardesses to serve meals more quickly.



A personal word to recreational directors from the beautiful People of the Pacific.

If this photograph looks familiar to you, it's because you've seen it as an advertisement for Pacific travel in many national magazines. Your employees have seen it too. And lately they're hearing more and more about the marvelous, romantic countries of the Pacific. So maybe now is the time to help them arrange for their Pacific adventure.

Now with expanded tourism facilities throughout the Pacific, your personnel will enjoy better accommodations at even lower costs.

May we help you to Discover the Pacific countries? Any help you would like in arranging tours for your company employees is yours for the asking. So please,

simply ask. Write to PATA, Pacific Area Travel Association, Dept. RM, 228 Grant Avenue, San Francisco, California 94108, or phone (415) 986-4646.

Australia
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China,
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Cook Islands
Fiji
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Hong Kong
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Japan
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Macau
Malaysia
Micronesia
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New Caledonia
New Zealand

Papua-New Guinea
Philippines
Ryukyu Islands
(Okinawa)
Samoa (American)
Samoa (Western)
Singapore
Tahiti
Thailand



Pacific Area Travel Association



The Boeing 747

continued from page 51



Over the passengers' heads are pull-down storage bins to keep clutter off the floor of the 747.

Mechanical problems that have developed during the shake-down period have been involved, according to an American Air Lines' representative, mainly with the technical equipment of the plane — that is, with baggage loading devices and such. No problems seem to have arisen that actually involve the safe operation of the plane itself.

Only one difficulty, apparently, has occurred thus far with the Pratt and Whitney engines. This involves bolts that occasionally come loose in flight. This has been remedied, however, and the airlines seem to feel the plane is now "in the clear" as far as engine troubles are concerned.

Inside the passenger cabins of the 747, all sorts of unusual things are happening.

NO SMOKING

Most of the airlines, for example, have followed the lead of TWA in setting up no-smoking compartments in both first class and coach sections of the 747.

First class travel, particularly on domestic flights, has become extremely popular. American Airlines, for one, expanded its first class section from 58 to 86 seats because of the great demand.

Part of this popularity of first class travel may be due to existence of an upstairs "penthouse" lounge just above the first class section of the plane. This is reached in all the 747s by a spiral

staircase, and the small lounge room has become a great attraction for travelers.

Access to it is available only to those traveling first class, but Pan Am stewardesses invite coach passengers to visit it before they de-plane, while the 747 is on the ground.

Since the cockpit is just in front of this lounge, pilots are sometimes delayed in leaving the plane, due to the crush of sight-seeing passengers.

"This," a Pan Am spokesman tells us, "is the major complaint of our pilots about the 747!"

No matter what section of a 747 you travel in, you'll find you can stand up straight at your seat — no more bumped heads when you get up in this plane with its eight-foot ceilings!

The clutter around your feet will be gone, too, since each plane has roomy overhead storage compartments for all the paraphernalia travelers seem to collect.

'WHERE WAS I SITTING?'

Be sure, though, that you don't forget your seat number. You'll never recognize your seat on this plane if you are used to identifying it by the bags and parcels stuffed under it.

Most people who have flown the 747 are impressed with the feeling of spaciousness on the plane. Gone is the feeling of being enclosed in a long, narrow tunnel or tube.

Designers and decorators have had a different sort of challenge in making this plane look attractive. The very spaciousness could give a cold, barn-like appearance to the interior if the decor were not treated properly.

Color plays an important part in dressing-up the interior of the 747. United, for example, distinguishes its first class section by using red carpeting, with seats upholstered in red or grey-beige design.

United's coach area is decorated in two basic colors, blue and gold. The forward coach sections have gold carpet, while the aft coach sections have blue carpet with green accents.

COLORS COORDINATED

Most airlines color-code their tickets to coordinate with the section in which the passenger is traveling, thus lessening the confusion of boarding.

One of the most unusual treatments of the 747's interior is that of Japan Air Lines. They call their plane the "Garden Jet" and have carried this theme through the entire plane.

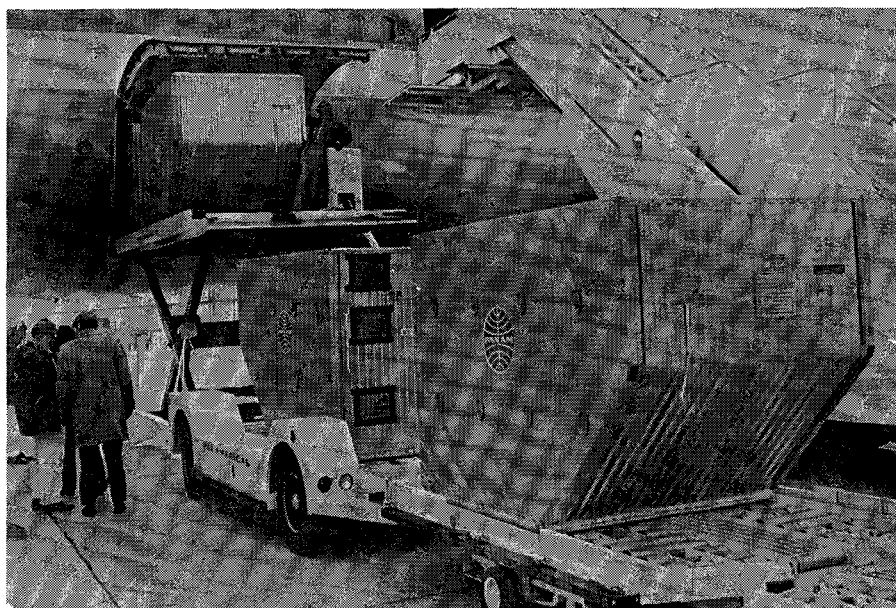
The first class compartment features the wisteria, and passengers are seated on purple and red seats, facing a flower mural designed especially for the plane.

JAL calls its upstairs lounge the "Tea-house in the Sky," and the wisteria theme is continued here.

Each of the three economy sections on JAL features a different garden theme — wild orange, delicate pine and maple — and hostesses in each section wear kimonos with the same design.

Food service on the 747 has been undergoing some changes since the plane was introduced. Originally, passengers were to be served from large carts that were wheeled through the aisles.

(Continued on page 9, col. 1)



Sixteen color-coded containers expedite handling of baggage, as on this Pan American 747.

A hot new group travel idea...

SWINGING LONDON

(for affinity groups of 45 or more,
two groups per aircraft)

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Also available from Boston, Philadelphia, Montreal, Buffalo and T
at same rates. From Baltimore/Washington at supplement of \$
from Detroit at supplement of \$20.00; from Chicago at suppl
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- ★ Full English breakfast daily
- ★ Two comprehensive half-day sightseeing tours of London
- ★ Theatre ticket to choice of top London musical or play

- ★ An evening at the fabulous VICTORIA SPORTING CLUB, including dinner and drinks

- ★ Dinner and dancing at the famous SHOWBOAT (including international cabaret)

- ★ Transfers between airport and hotel
round trip baggage handling
at airport and hotel

- ★ Hospitality desk at hotel

TWO-NIGHT PARIS OPTION

(replacing two nights in London)

All programs: \$89⁰⁰ *plus \$7.50 tax & services*

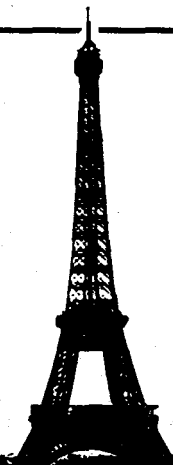
Jet round trip, accommodations at PARIS HILTON, Continental breakfasts, sightseeing, dinner and show at Eve of Paris with transportation featuring "Illuminated Drive," airport-hotel transfers, baggage handling and portage.

*For information
"Swinging Lon
contact*

Mr. Keith C. Ro
Vice Presiden
Director of Sa

SIMMONS/ROGAL
89 Franklin St
Boston, Mass. 0
(617) 482-418

(out of town, call co



SWINGING LONDON



Your Very Own Wonderful Week in LONDON . . . Just imagine the cost of the regular excursion round trip air fare alone! SWINGING LONDON. A top musical or play. An evening at an exclusive club, with dinner and drinks in beautiful Paris, should you choose. All this and more are waiting for you.

YOUR HOTELS:

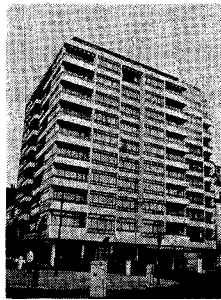
THE ROYAL LANCASTER

The Royal Lancaster is one of Europe's newest and most elegant hotels. 400 luxurious rooms all feature private baths and showers, television and radios. With an exciting view of beautiful Hyde Park, The Royal Lancaster is just a few minutes from the theatre district and the smartest shops. Service is in the Grand European manner.



THE LONDONDERRY HOUSE HOTEL

The Londonderry House Hotel is London's loveliest and most elegantly intimate luxury hotel, situated at the very bottom of Park Lane where it joins Hyde Park corner, in the "heart" of London. Though rich in tradition, the hotel's rooms and facilities are ultra modern, and personalized service is the watchword.



THE ROYAL KENSINGTON HOTEL

Ideally located on Kensington High Street, the Royal Kensington Hotel is one of the most luxurious in London. Each sumptuously appointed bedroom has an atmosphere of homeliness, color television and is fully air conditioned. Many services, some unusual are featured within the hotel, make one's stay a most delightful experience.



- * Direct round trip flights on British United Airways VC-10 Jets, the world's quietest and most comfortable
- * 6 nights accommodations at our elegant hotel
- * Full English breakfast daily
- * Two comprehensive half-day sightseeing tours of London
- * Theatre ticket to your choice of top London musical or play
- * An evening at the fabulous VICTORIA SPORTING CLUB, including dinner and drinks
- * Dinner and dancing at the famous SHOWBOAT (including international cabaret)
- * Transfers between airport and hotel, round trip baggage handling at airport and hotel
- * Hospitality desk at your hotel to aid you in any special arrangements.

- * TWO NIGHT PARIS OPTION (replacing last two nights, London)
- * Jet Round Trip London-Paris * Accommodations at deluxe PARIS HILTON * Half-day sightseeing tour * Continental Breakfasts * Dinner and Show at famous EVE OF PARIS, including transfers and featuring the Illuminated Drive of Paris * Transfers and baggage handling.

HOSTESSES

Hostesses from SWINGING LONDON, London's foremost operators of travel arrangements will be at our service. One or more of these charming and experienced girls will be available at the SWINGING LONDON desk in the lobby of our hotel at all times. They will make restaurant reservations, obtain theatre tickets, arrangements for optional tours and help us in whatever other matters we might require.



SHOW TIME

The largest selection of theatre entertainment available in the world is in London. Choice seats will be reserved for you at your choice of shows. In London you will find the world's largest selection of theatre entertainment. Preferred seats will be reserved for us at the show of our choice.

FREE MEMBERSHIP...

Two of London's most famous clubs welcome you! CHURCHILLS...with fabulous entertainment, dancing, wine and dining. THE VICTORIA SPORTING CLUB with exciting games of chance such as roulette, black jack, chemin de fer, and more!



PROGRAM
Special day by
weekly guide
truly wonderful

of Europe . . . yours for one wonderful week for less than
 uch for so little. Jet round trip. One of London's finest hotels. Sightseeing.
 ening with dinner and dancing. And, an exciting two-night optional visit to
 r very own wonderful week in "Swinging London!"

SWINGING LONDON DAY BY DAY

Day 1:
 on-stop to London on British United
 ys VC-10 jet with gourmet meals and
 rvice aloft.

Day 2:
 London for transfer to your elegant
 Balance of day at leisure.

Day 3:
 breakfast we board our deluxe motor
 es for a Tour of London's West End.
 ill visit Oxford Street, a major shopping
 t, across Marble Arch and continue on
 Lane along Hyde Park to Piccadilly
 s with its Eros Statue, Pall Mall and St.
 s Palace. See Buckingham Palace, the
 's Residence, (Changing of the Guard).
 Westminster Cathedral, Knightsbridge,
 Kensington Museum, Houses of Parlia-
 ment, "Big Ben" Tower, Westminster
 Abbey, National Gallery and Church of St.
 Martin-in-the-Fields, Regent Street with its

elegant shops. This evening enjoy drinks and
 a deluxe dinner at the famous Victoria
 Sporting Club, one of London's poshest
 casinos.

4th Day:

Enjoy that big English breakfast again and
 then the day is ours to do with as we wish.
 An optional trip to Stratford-on-Avon,
 Windsor Castle, Edinburgh, Amsterdam or
 Paris can be arranged by our SWINGING
 London hostesses.

5th Day:

This morning after breakfast we are off via
 motorcoaches for a tour of London's East
 End visiting such interesting and historical
 places as Queen Victoria Street, Cannon
 Street, seeing the Monument (a memorial to
 the Great London Fire), the Tower of
 London with its grim historic memories,
 Royal Exchange, Bank of England, Mayor's
 residence. Continue to Cheapside, see Bow

Street, St. Paul's Cathedral, Ludgate Hill,
 Fleet Street, Temple Bar, Law Courts, Lin-
 coln's Inn, the "Old Curiosity Shop" and the
 historic tavern of the "Cheshire Cheese."
 Tonight we'll enjoy dinner and dancing at
 the Showboat, a smart London Supper Club.

6th Day:

After breakfast we can catch up on our
 shopping. Tonight we are off to the theatre
 to enjoy a hit show in one of London's
 fabulous West End theatres.

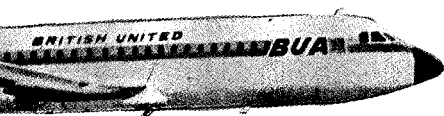
7th Day:

Last day in London! A final chance to see
 sights we might have missed; shopping not
 completed and an evening of excitement.

8th Day:

Homeward bound, a final big English break-
 fast, a free morning and then it's off to the
 airport for the smooth VC-10 jet-flight
 home, complete with first class cuisine and
 bar service all the way.

Please note day by day land arrangements may be adjusted slightly from time to time for convenience of the participants.
 Additionally, visits to the Showboat, Victoria Sporting Club, and the included theatre evening may be enjoyed on any
 night of your choice.



on a British
 in traditional
 way, including
 every bar service!



filled
 don" a



ENGLISH BREAKFAST

Every morning it is our choice of eggs
 with kippers or sausage; bacon or mush-
 rooms; toast; juice or fruit; and hot
 steaming coffee or tea! No continental
 breakfast for us!



YOUR LONDON "WONDERFUL WEEK" INCLUDES ...

AIR TRANSPORTATION: via chartered British United Airways VC-10 Jets, round trip.

HOTEL ACCOMMODATIONS: Six nights in twin bedded rooms with private bath. Single accommodations at a small supplemental cost.

MEALS: Full English breakfast daily plus special dinners at VICTORIA SPORTING CLUB and SHOWBOAT.

SIGHTSEEING TOURS: 2 half day tours as specified in this brochure, by private motorcoach, including guide, and entrance fees where required.

THEATRE EVENING: an orchestra seat to a top London play or

musical will be furnished. Where possible it will be the show your choice.

TRANSFERS AND BAGGAGE HANDLING: Round trip from the London airport to hotel, including maximum of two suitcases per person not to exceed 44 lbs. per person. Also, portorage hotel.

SERVICE CHARGES AND TAXES: At hotels and restaurants ordinarily charged in London.

NOT INCLUDED IN TOUR RATE: Personal services such as laundry, valet, room service, cables, etc., wines, liquors, mineral waters, food other than meals specified in this brochure, airport taxes, costs incurred through absence or deviation from the itinerary; any costs not specifically included in this brochure. Transfers to Victoria Sporting Club and theatre are not included.

ELIGIBILITY: All bona fide individual members of the sponsoring agency who were members as of six months prior to departure and the spouses, children and parents of such members residing in the same household. All questions of eligibility to be settled by the regulations of the Civil Aeronautics Board.

RESPONSIBILITY

ROGAL/COLPITTS TRAVEL CORP. and/or its agents act only as agent for the various companies over the lines of which tickets are available and these tours operate, and assume no responsibility nor liability in connection with the service of any train, vessel, carriage, aircraft, motor or other conveyance which may be used wholly or in part, in the performance of its duty to the passenger; neither will it be responsible for any act, error or omission, or for any injury, loss, accident, delay or irregularity which may be occasioned by reason of any defect in any vehicle or through neglect or default of any company or person engaged in conveying the passenger; or for any hotel proprietor, or hotel service, or for any other person engaged in carrying out the purpose for which tickets or coupons are issued. In the event it becomes necessary or advisable for the comfort or well being of

CANCELLATION: Cancellation is permitted without penalty up to 60 days prior to departure. Subsequent to that time the participant is responsible for the full airfare plus a \$10.00 service fee unless an eligible participant from the chartering organization is available as a replacement. An airfare refunder insurance policy is available which will cover the cost of cancellation in the event of accident or illness.

the passengers or for any reason whatsoever, to alter the itinerary arrangements, such alterations may be made without penalty to the operators. Additional expenses, if any, shall be borne by the passenger. Conversely, refund will be made to the passengers if any saving is effected thereby. The right is reserved to withdraw any or all tours should conditions warrant, also to decline to accept or retain any passengers members of the tour. In such instances full or equitable amount will be refunded. The airlines concerned are not to be held responsible for any accident, omission or event, during the time the passengers are not on board the planes or conveyances. The passage contract in use by the airline concerned, when issued, shall constitute the sole contract between the airlines and the purchaser of these tours and/or passenger.

DETACH AND MAIL ME TODAY!

Enclosed is payment in the amount of \$ _____ (\$100 per person). I/we understand that final payment is due by 60 days before departure, and that this deposit will be refunded in full if it becomes necessary for me/us to cancel 60 days or more before departure.

I/We want TWO-NIGHT PARIS OPTION at cost of \$89.00 plus \$7.50 tax and services. ☐

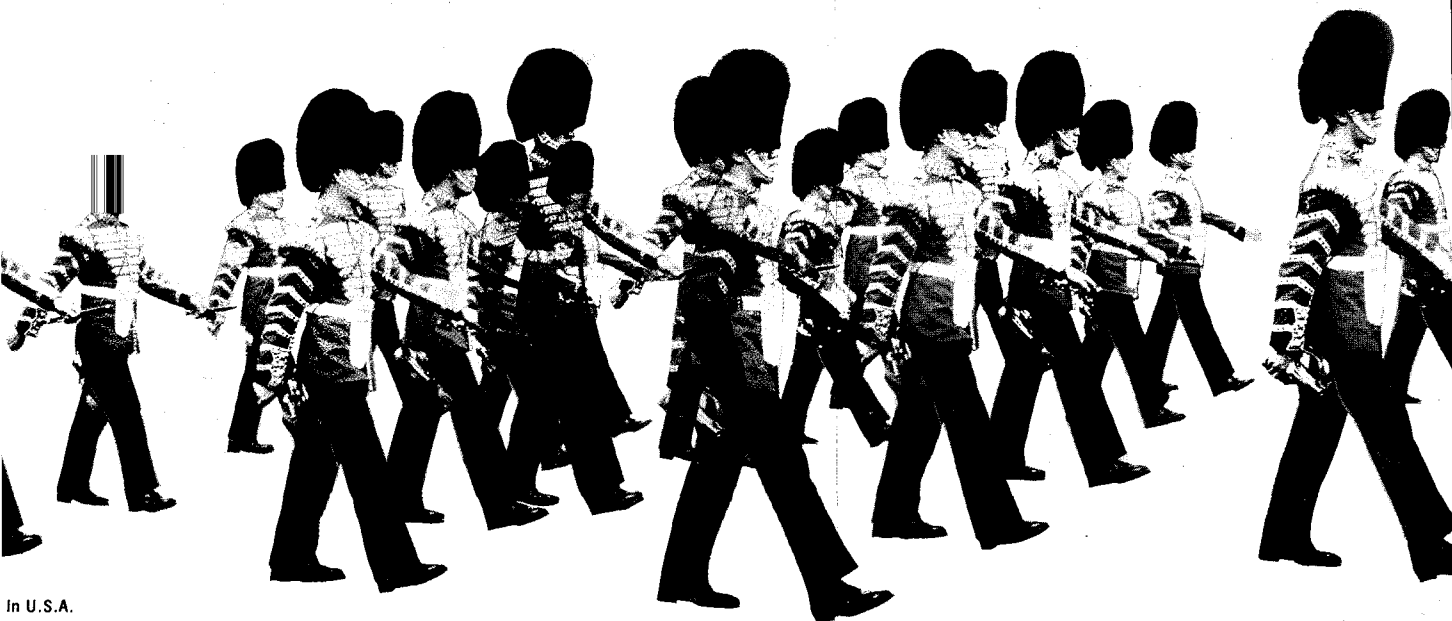
NAME(s) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____

DATE OF DEPARTURE _____

RESERVE NOW - DON'T BE DISAPPOINTED LATER!



The Boeing 747

Continued from page 71

This has caused traffic jams in the aisles in many cases, and most of the airlines admit they are now experimenting with variations on food service.

American has developed new carts that are narrower and are completely enclosed to avoid accidental spills.

Pan Am is conducting a test program by eliminating carts on some flights and serving passengers "by hand," while TWA has done away with carts completely, letting the stewardesses serve the food as they would on a smaller plane. Lufthansa has offered passengers food and service from the beginning, with a succession of separate menu courses — drinks, food, dessert and coffee.

All airlines seem to have experienced an unexpected phenomenon with the 747 — congestion in the aisles.

PASSENGERS CLOG AISLES

As soon as the "fasten your seat belt" light goes off, many people get up to wander around the plane, familiarizing themselves with it. The resulting traffic

jam in the aisles has made the job of the stewardesses harder — and the passenger who likes to relax and perhaps "catch forty winks" on a plane, will not find a 747 trip as restful as one on another plane — at least until the novelty of the new plane wears thin.

A certain gregariousness seems to overtake 747 passengers in flight — one fun-loving passenger even suggested that the airlines might want to consider removing several seats, hiring a combo, and letting passengers dance their way cross-country!

One anticipated problem that has not materialized yet has been the mis-handling of baggage. The 747 utilizes a system of containerizing the luggage. This innovation is credited by TWA and others with greatly simplifying baggage processing.

Thus far undue delays in claiming baggage have not occurred after most 747 flights, but when more of these planes are in service and three of them arrive at a terminal simultaneously, it's possible that difficulties could arise.

Terminal facilities have, in general, lagged behind the development of this new plane. Expectations are, however,

that they will be catching up with the 747 and its needs very soon.

A new gate is under construction now, for example, at O'Hare Field in Chicago — and other airports are making major improvements.

While the 747 is twice as big as the first-generation jets, it is only half as loud — a fact sure to take it popular with environmentalists.

Additionally, there is virtually no visible exhaust from the plane.

IN SUMMARY —

The bigness of the 747 certainly creates problems of itself. Witness the passenger who lost his daughter somewhere on the plane itself, delaying its departure from Los Angeles by 15 minutes.

But the advantages of the plane seem to outweigh by far the disadvantages, in the opinions of most of those who have flown on it.

As one physical fitness enthusiast said, "This plane has everything — and I can easily keep in shape while flying on it. From the front of the plane to the back, thirteen times, equals one mile. What a jogging track!"

There's nothing like
group travel to . . .

St. Pete

- ☐ 99% chance of sun each day! ☐ Miles and miles of white sand beaches on the fabulous Gulf of Mexico! ☐ Over 300 varieties of fish to angle for deep sea or dockside! ☐ Championship golf year'round! ☐ Eye-popping tropical attractions! ☐ Award-winning restaurants! ☐ Greyhound and thoroughbred racing . . . Jai Alai!
 - ☐ 8,000 rooms including hotels, motels, efficiencies, guest houses . . . lodgings to fit every budget and taste.
- Attractive group rates also available!

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St. Petersburg, Florida 33731 (208)

Please send my 80-page, full-color
Group Vacation Planning Kit.

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Fish and Game Frontiers is a professional service. Our outdoors travel experts can match your objectives and budget to world-wide opportunities we know to reflect value and quality. We efficiently handle all trip details from complete travel arrangements to equipment—at no extra cost to you.

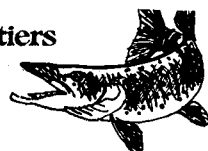
Consider the benefits of offering outdoors adventures in your company's program of customer entertainment, sales incentive or special employee bonuses. We can help you in every phase of developing this exciting dimension for people you care about.

We invite your inquiry.



Fish and Game Frontiers

Dr. Michael Fitzgerald
Pearce Mill Rd., Wexford, Pa. 15090
412-935-4310





HEALTH AND THE TRAVELER

No one ever plans to become ill while on vacation, but it does happen occasionally. Getting sick while traveling is not only miserable for the patient — it can spoil an entire trip for everyone else in the group.

Of course it isn't possible to *guarantee* a vacationer good health, but there are some things he can do before he ever leaves home, to tip the odds in his favor.

A complete medical check-up by the family doctor is important, particularly

.....
The procedure for organizing a great trip? . . . First, decide where, when and how to go . . . second, read this brief article carefully and see that everyone traveling with you follows these important suggestions . . . third, pack your bags and take off on a happy — and healthful — trip!

or retirees who may be traveling with the group.

A dental check-up is imperative, too — who can enjoy, say, the beauties of Hawaii while suffering from a toothache?

Each person in the group should carry a supply of any medications he takes regularly. If a traveler is going out of the United States, he should know the generic name of the drug, since trade names differ from country to country.

Anyone who wears glasses should be warned to bring along a second pair in case one is lost or broken. If that's not possible, make certain the eye glass wearer has with him a lens prescription written by his eye doctor.

The area to which a group is going — either foreign or domestic — should be thoroughly researched before departure.

All travelers should be told about the climate and living conditions in the area to be visited, and comfortable clothing suggested. Good walking shoes should always be stressed.

Travelers should be warned not to overdo activities in unaccustomed heat, humidity or high altitudes.

VACCINATION AND SHOTS

If the group is going out of the country, make sure the members comply with immunization regulations. Generally, these are the current requirements for the various parts of the world:

Europe — a vaccination is not usually required for entrance to any of the European countries when a tourist arrives there directly from the United

States. However, it is advisable to be immunized against smallpox before the trip begins, as a valid vaccination is required to get back into the U. S. Also recommended are tetanus shots in case of injury — vaccination against typhoid fever — and polio immunization:

Africa — everyone, of every age, must be vaccinated against smallpox to enter most of the countries in Africa. Also recommended are shots to protect the traveler from typhus and yellow fever;

Japan and Asia — the traveler is well advised to have immunization protection against yellow fever, cholera, typhoid and typhus.

In any case, no matter where the tour is going, vaccinations should be started well in advance of the departure date to allow time for reasonable spacing and for the body to build resistance.

When traveling abroad, the wise traveler is cautious about unboiled drinking water, ice, raw vegetables, raw milk and dairy products, and unchlorinated swimming pools.

The latter may be quite safe in larger cities and at first-class hotels, but their safety should not be taken for granted without checking.

If the traveler is in doubt, he is wise to follow a few simple rules.

1. Eat no raw fruit or vegetable if the skin is broken — or if you, yourself, have not washed and peeled it just before eating.

2. Drink bottled water, if you are not sure of the area's water supply.

3. Use bottled water in brushing your teeth in these locales.

4. If you are in the tropics and the building in which you are staying has no screens, sleep under a mosquito net.

Well equipped hospitals and well trained physicians are found almost everywhere today. In Paris, for example, the American Hospital has 185 beds and some of the most modern medical equipment and facilities available anywhere in the world.

Most travel agencies can help you to compile a list of good hospitals wherever you're going — and a family doctor can often recommend a colleague whom he knows in another state or country.

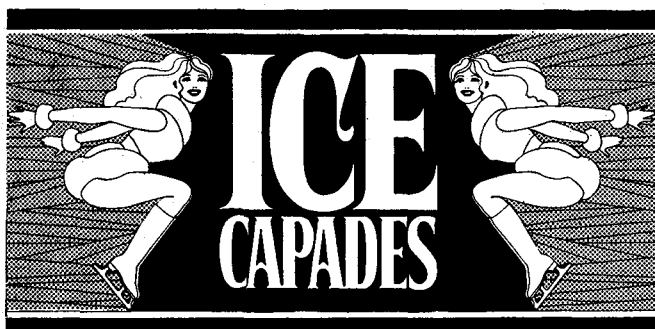
NO TRAVEL BARRIERS

Almost anyone can travel today, no matter what his age or condition of health. Retirees, for example, with well compensated heart and respiratory systems can fly in modern, pressurized plane cabins with no problems — as can people with asthma, high blood pressure or diabetes.

Of course, anyone with a marginal health condition should consult with his doctor about the specific demands of the itinerary before leaving on a trip.

One hopes never to face this problem, but in the unlikely event of the sudden death of a traveler in a foreign country, help and advice is available from the local police and the immigration officials of the country.

Health and age are no barriers to travel today. These precautionary measures are simply insurance for the traveler, designed to make sure he has the best possible time on the best possible trip.



EAST COMPANY TOUR 1970-71

Atlantic City, N.J.	Convention Hall	Fri. July 24—Sat. Sept. 5
Houston, Tex.	Sam Houston Coliseum	Wed. Sept. 9—Sun. Sept. 20
Pittsburgh, Pa.	Civic Arena	Wed. Sept. 23—Sun. Sept. 27
New Haven, Conn.	New Haven Arena	Tues. Sept. 29—Sun. Oct. 4
Charlotte, N.C.	Coliseum	Wed. Oct. 7—Sun. Oct. 11
Cleveland, Ohio	Cleveland Arena	Wed. Oct. 14—Sun. Oct. 25
Buffalo, N.Y.	Memorial Auditorium	Tues. Oct. 27—Sun. Nov. 1
Toronto, Ont.	Maple Leaf Gardens	Tues. Nov. 3—Sun. Nov. 8
Montreal, Que.	The Forum	Tues. Nov. 10—Sun. Nov. 15
Springfield, Mass.	Eastern States Coliseum	Tues. Nov. 17—Sun. Nov. 29
Rochester, N.Y.	War Memorial	Tues. Dec. 1—Sun. Dec. 6
Providence, R.I.	Rhode Island Auditorium	Tues. Dec. 8—Sun. Dec. 13
Boston, Mass.	Boston Garden	Sat. Dec. 26—Sun. Jan. 3
New York, N.Y.	Madison Square Garden	Tues. Jan. 5—Sun. Jan. 17
Washington, D.C.	Coliseum	Tues. Jan. 19—Tues. Feb. 2
Hershey, Pa.	Sports Arena	Thurs. Feb. 4—Sun. Feb. 14
Philadelphia, Pa.	Spectrum	Tues. Feb. 16—Sun. Feb. 21
Chicago, Ill.	Chicago Stadium	Wed. Feb. 24—Sun. Mar. 7
Detroit, Mich.	Olympia Stadium	Wed. Mar. 10—Sun. Mar. 21
St. Louis, Mo.	Missouri Arena	Tues. Mar. 23—Sun. Mar. 28
Kansas City, Mo.	Municipal Auditorium	Tues. Mar. 30—Sun. Apr. 11
Denver, Colo.	Coliseum	Wed. Apr. 14—Sun. Apr. 18
Los Angeles, Calif.	Sports Arena	Wed. Apr. 21—Sun. May 9
Long Beach, Calif.	Long Beach Arena	Tues. May 11—Sun. May 16
San Diego, Calif.	International Sports Arena	Tues. May 18—Sun. May 23

WEST COMPANY TOUR 1970-71

Duluth, Minn.	Duluth Arena	Tues. Aug. 18—Sun. Aug. 23
Lincoln, Neb.	Pershing Municipal Aud.	Wed. Aug. 26—Sun. Aug. 30
Amarillo, Texas	Coliseum	Thurs. Sept. 3—Mon. Sept. 7
Odessa, Texas	Ector County Coliseum	Wed. Sept. 9—Sun. Sept. 13
San Antonio, Texas	Convention Hall Arena	Wed. Sept. 16—Tues. Sept. 22
Oklahoma City, Okla.	State Fair Arena	Fri. Sept. 25—Wed. Sept. 30
Tulsa, Okla.	Fairgrounds Pavilion	Fri. Oct. 2—Sun. Oct. 11
Fort Worth, Texas	Convention Center	Tues. Oct. 13—Sun. Oct. 18
Dallas, Texas	Memorial Auditorium	Tues. Oct. 20—Sun. Oct. 25
Shreveport, La.	Hirsch Coliseum	Wed. Oct. 28—Sun. Nov. 1
El Paso, Texas	County Coliseum	Wed. Nov. 4—Sun. Nov. 8
Albuquerque, N.M.	Civic Auditorium	Wed. Nov. 11—Sun. Nov. 15
Fresno, Calif.	Convention Center Arena	Tues. Nov. 17—Sun. Nov. 22
Salt Lake City, Utah	Salt Palace	Wed. Nov. 25—Sun. Nov. 29
Seattle, Wash.	Coliseum	Wed. Dec. 2—Sun. Dec. 6
Victoria, B.C.	Memorial Arena	Wed. Dec. 9—Sun. Dec. 13
Spokane, Wash.	Coliseum	Fri. Dec. 25—Sun. Jan. 3
Vancouver, B.C.	Pacific Coliseum	Tues. Jan. 5—Sun. Jan. 10
Edmonton, Alta.	Edmonton Gardens	Wed. Jan. 13—Sun. Jan. 17
Calgary, Alta.	Stampede Corral	Tues. Jan. 19—Sun. Jan. 24
Regina, Sask.	Exhibition Stadium	Tues. Jan. 26—Wed. Jan. 27
Winnipeg, Man.	Winnipeg Arena	Thurs. Jan. 28—Tues. Feb. 2
St. Paul, Minn.	Municipal Auditorium	Thurs. Feb. 4—Sun. Feb. 7
Champaign, Ill.	Assembly Hall, U. of Ill.	Tues. Feb. 9—Sun. Feb. 14
Notre Dame, Ind.	Ath. & Convocation Ctr	Wed. Feb. 17—Sun. Feb. 21
London, Ont.	The Gardens	Tues. Feb. 23—Sun. Feb. 28
Kitchener, Ont.	Memorial Auditorium	Tues. Mar. 2—Sun. Mar. 7
Ottawa, Ont.	Civic Centre	Tues. Mar. 9—Sun. Mar. 14
Halifax, N.S.	The Forum	Wed. Mar. 17—Sun. Mar. 21
Sherbrooke, Que.	Le Palais Des Sports	Wed. Mar. 24—Sun. Mar. 28
Troy, N.Y.	RPI Field House	Tues. Mar. 30—Sun. Apr. 4
Utica, N.Y.	Memorial Auditorium	Wed. Apr. 7—Sun. Apr. 11
Hampton, Va.	Hampton Roads Coliseum	Wed. Apr. 14—Sun. Apr. 18
Roanoke, Va.	Roanoke Civic Center	Wed. Apr. 21—Sun. Apr. 25

Balance of tour to follow

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VIEWS ABOUT RECREATION

(Continued from page 4)

The individual has gained a more thorough understanding and appreciation of healthful recreation and now wants to participate **actively** in various programs.

As a result, unlimited opportunities for growth are afforded the recreation administrator, his program, his Association.

Large industrial recreation complexes are being erected, participation in the programs is on the upswing, and the demand for recreation by individuals and management is growing. We will be where the action is!

In this message during the forthcoming months, you will find discussed such topics as: trends in leisure, social and psychological aspects of recreation, historical views of leisure, industrial recreation participation in leisure education, personality characteristics of managers, and views concerning other facets of the profession.

This column should provide background information and stimulus for increased reading and research by the reader. This should in turn broaden his perspective and knowledge of the field of recreation — one of the greatest influences on the happiness of the individual.

Michael A. Fryer
Executive Director

AMERICA BY THE NUMBERS

In listing our national assets, Secretary of Commerce Maurice H. Stans points out that we have 203,000,000 Americans who:

- Live on three per cent of the earth's surface;
- Produce nearly one trillion dollars in goods and services; Earn 756 billion;
- Spend more than half a trillion dollars, \$3 billion of it on recreation and leisure;
- Save \$33 billion;
- Drive 100 million cars;
- Watch 75 million television sets.

"Our changing times have brought a new dimension to our assignments as corporate executives. We can no longer narrow our sights to the pure profit goals of our various enterprises As businessmen we dare no longer cling to the warmth of noninvolvement. Our profit goals must be accompanied by a social significance."—Fred H. Merrill, Chairman, Executive Committee, American Express Co.

NIRA NEWSLETTER

NIRA NOTES

A Region IV fall meeting and workshop is being held this month in Atlanta for NIRA members in the Southeastern United States.

Chairman and organizer of this regional meeting is Roy L. McClure, Recreation Director, Lockheed-Georgia.

FLASH—TRW, Inc., won the 25th NIRA Golf tournament last month (Class A) for the third year in a row, gaining permanent possession of the trophy. Class B team trophy went to Champion Papers, team #2. Individual winner in Class A was Dennis Murphy of Firestone who set a new course record of 6 under par-64 on his first round. Bion Murphy, Vapor Corp., was individual winner in Class B. See the October issue of R/M for details and complete list of winners.

NIRA members have been prominent in the news lately. Featured in the August issue of *Fortune* magazine is the physical fitness program of Xerox Corp. in Rochester, N. Y. The Salt River Project's similar program was described in the April issue of *Dun's*.

Business Management carried an article titled "The New Bloom and Boom in Corporate Recreation" in its April issue, describing many recreation and travel programs of NIRA firms.

In its August issue, *Par* magazine has an article about industrial golf. It's called "Charge of the Four O'Clock Brigade!" and includes mention of the golf programs of several members.

Regions III and V renewed their traditional rivalry on the golf links last month at the Playboy Club in Lake Geneva, Wisc., with Region V winning.

Individual winner of the tournament was Bob Tews, Ampco Metal, Milwaukee. The Milwaukee team retained the team trophy, and the coveted prize of a week-end at the Playboy Club was won by Jack Shilz, First National Bank in Milwaukee.

Playboy putters went to Arthur Conrad, Flick-Reedy; Clarence Snell, Miller Brewing; and Myron C. Ernst, also of Miller.

Par on this course is 72 — and all of

the 75 participants enjoyed playing it, in spite of the 91 sand traps!

Non-golfers enjoyed the swimming, boating and tennis facilities at the club, and joined the golfers in the evening at a banquet.

AROUND THE CIRCUIT

This summer the Grumman Motorcycle club hosted a series of "scrambles" for the benefit of the Nassau County Boy Scout council. In past years this club has contributed \$1,000 to the United Fund, \$1,000 to the U.S.O., and smaller sums to local fire departments in the Bethpage, New York area.

Inland employee John Skertich thought he had a sure thing in a recent Inland Steel Athletic Association golf tournament, after seeing his ball stop five inches short of the seventh hole.

He lost out on the prize for "closest tee shot to the pin" however, when

(Continued on page 14, col. 2)

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NIRA Newsletter

(Continued from page 13)

fellow-worker Carl Daehn tallied a hole-in-one on the 14th!

Volunteers from Department of the Army Welfare Fund recreation staff gave many hours this summer working with the Widening Horizons sports program.

Purpose of the program is to bring into the lives of disadvantaged children opportunities for new and challenging activity.

Included in the program were swimming, soccer, bowling, canoeing, rowing and handball. Historical trips to areas near Washington, D. C. were also part of the Widening Horizons program.

More than 200 young people — children or grandchildren of employees — took part in the fourth annual North American Rockwell swim meet recently in Downey, California.

In the 57 events scheduled, 27 new meet records were established. Out-



Swim meet winners in the special event for children four and under are flanked by Dick Fewell, meet manager, at left — and Roger Lawrence, meet coordinator. Both men are with Space div., North American Rockwell.

standing swimmer of the meet was 8-year-old Peter Groves who not only won first place in every event he entered, but established a new meet record in each event.

Officiating at the swim meet were parents of the swimmers and the members of the host Downey Dolphin Swim Club, who provided the necessary volunteer help.

Lois Haraughty, an engineering service representative for Kodak, was recently elected to the Helms Volleyball Hall of Fame. She was awarded three

"Player of the Year" awards and was named eight times as a member of the U.S. Volleyball Association's first team All Americans.

Members of the amateur radio club of Delco Products Div., GMC, participated in a 24-hour emergency exercise this past summer. They logged over 500 contacts with ham operators in 43 states and four foreign countries. The field day was sponsored by the American Radio Relay League.

CONFERENCE SPEECH

J. Earl Schlupp, district manager, Miracle Equipment Co., Denver, challenged National Conference delegates with his CIRA/CIRL breakfast address, "How You Look to Others."

For the benefit of those readers who were unable to attend, here are excerpts from his talk.

"You have a body of knowledge, specific to recreation, a mark of profession. You have . . . education and . . . self-education, all marks of profession.

"You have a code of conduct and you subscribe to an organization of those with similar education, training and belief. But do you self-police and regulate yourself?

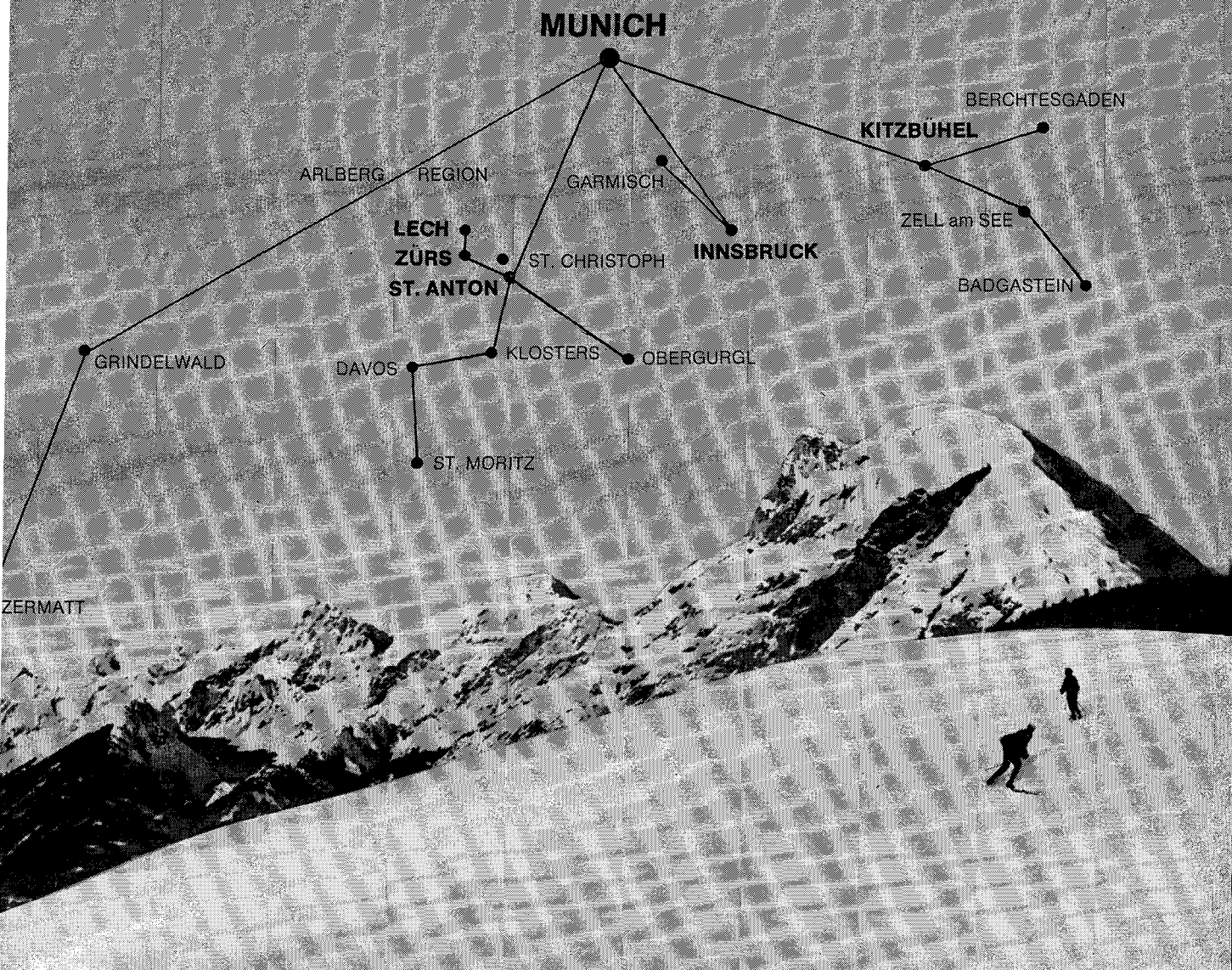
"We in industry come to you to assist in meeting your charge. Are you ready? Can you continue to improvise, trial-and-error your way, or can you determine the tools and aids needed in your area of responsibility? See yourself from our side of the desk.

"How are you housed? In an abandoned office building or a building built for your needs? Are you in the administration building — and are your office and its furnishings comparable to others in plant administration?

"We would like to see more business procedure by *you* and not the office boy. More evaluation by *you* and not the purchasing agent, and more concerned attention to the co-existence of your program and the material to support the program.

"The man waiting in your outer office can be the answer to your needs — pick his brains if you will but see him.

"Yours is a dynamic job requiring education, training and resourcefulness. Yet you must apply sound business procedures, good office arrangement."



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And our service doesn't stop at the airport. The moment you step off the plane, our Ski-Bus Special is waiting to speed you directly to Kitzbühel, Innsbruck, or the Arlberg region. Land at Munich after breakfast and be on the slopes in the afternoon.

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TOUR PLANNING GUIDE

—For Domestic and Foreign

Vacation Trips

Where shall we go this year? How shall we travel? What is there to do when we get there? How much will it cost?

Recreation administrators are often asked these — and many other questions — by travel-minded employees. This planning guide is included to answer these questions — to assist you and your travel club in deciding upon itineraries to be included in your 1971 travel program — and to offer advice to individual employees and their families who want travel information.

Briefly outlined below are several specific destinations that have proved to be among the most popular with company employees.

Any of these can be tailored to your particular needs — or combined to make a more extended trip.

Simply check off on the attached post card the destination (or destinations) in which your employees may be interested, and **Recreation Management** will see that complete information is sent to you promptly. Included will be specifics on dates, accommodations and costs.

If you are interested in an area **not** profiled here, please indicate that in the space provided on the card, and data will be sent to you as soon as possible.

See the U.S.A.—

YANKEE COUNTRY

Maine, Massachusetts, Connecticut, Vermont, New Hampshire and Rhode Island provide historic shrines, year-round sportsmen's paradise, unique side trips to Newport's stately mansions and authentic Americana for antique buffs.

Ask for information on D-1.

NEW YORK — CITY AND STATE

Plays, restaurants, shops, cultural sites, United Nations are a few of the city's attractions — but the Empire State has much else to offer, too, with Niagara Falls, the Catskills, West Point, many vineyards and wineries.

Ask for information on D-2.

WASHINGTON, D. C.

Our capital city and its environs offer the excitement of government-in-action in Congress's visitors' galleries and White House tour. Take thrilling side trips to Mount Vernon, the Naval Academy and Arlington.

Ask for information on D-3.

OUR COLONIAL HERITAGE

Rich in history are Virginia, Delaware, Maryland and Pennsylvania. "Must" stops include restored village of Williamsburg, Yorktown, Gettysburg, Amish and Pennsylvania Dutch country, Independence Hall.

Ask for information on D-4.

SOUTHERN HOSPITALITY

The best of the Old South lives on in Georgia, Mississippi, Alabama — plus new sea coast resorts on the Gulf coast shores for fun and games!

Ask for information on D-5.

FLORIDA ESCAPE

Jet-away to sun and fun in the state with much to offer — beautiful beaches, exciting cities, historic sites, everything imaginable in outdoor recreation.

Ask for information on D-6.

MID-CONTINENT, U.S.A.

From the quiet beauty of a Minnesota lake, to the bustling excitement of the nation's Second City, to the thrill of following the Lincoln Heritage Trail —

the central states offer a wide variety of entertainment to travelers.

Ask for information on D-7.

ROCKY MOUNTAIN COUNTRY

Any season is the right one to visit Colorado, Idaho or Utah. Spectacular scenery, out-of-this-world skiing, trail-riding, shooting the rapids keep visitors out-of-doors all year 'round.

Ask for information on D-8.

A PLACE IN THE SUN

Arizona offers golf, swimming, the charm of Scottsdale, the grandeur of *The Canyon* and side trips to any of 19 Indian reservations.

Ask for information on D-9.

WHERE THE ACTION IS!

In Nevada, of course — but there's more to it than the thrills of Las Vegas. Wise tourists also visit Hoover Dam, Lake Mead and Fire State Park.

Ask for information on D-10.

CALIFORNIA — A COASTAL INTERLUDE

From the world's most perfect climate at San Diego, north through Disneyland, Knott's Berry Farm, Hollywood, San Simeon, Big Sur country, Monterey, to exotic San Francisco — no time to be bored on a trip like this!

Ask for information on D-11.

THE 49TH STATE

Travel by ship or plane, but plan to spend part of next summer in Alaska in the heady atmosphere of America's last frontier.

Ask for information on D-12.

Island Hopping

"ALOHA" ...

means hello or goodbye in Hawaii — and a lot of things in between. Visit one island or four major ones. Stopovers in San Francisco can be arranged also.

Ask for information on I-1.

CARIBBEAN CARNIVAL

Beachcombing or nightclubbing — what-

ever's your pleasure you'll find it in the Virgin Islands and Puerto Rico. Lots of Old World charm abounds here, too. Why not try a Caribbean *cruise* for a change?

Ask for information on I-2.

Far Away Places

BRAZIL

This largest South American country has more than lots of coffee — look for the girl from Ipanema, Sugar Loaf Mountain, historic statue of Christ of the Andes, beautiful Brasilia. Carnival time in Rio is a never-to-be-forgotten adventure.

Ask for information on F-1.

ARGENTINA

Our winter means it's summertime in the Southern hemisphere, so take along warm-weather clothes. Sight-see in Buenos Aires, browse in lovely shops and native markets, see life on the pampas at a lavish country barbecue.

Ask for information on F-2.

MEXICO

The charm of Taxco, the elegance of Acapulco, the cosmopolitan aura of Mexico City are close to home — yet worlds-away in atmosphere.

Ask for information on F-3.

OUR NORTHERN NEIGHBOR

No language barrier in Canada! Rough it in the far North woods areas, or live-it-up in the sophisticated atmosphere of Canada's larger cities.

Ask for information on F-4.

SOUTH PACIFIC

Tahiti, Bora Bora, Samoa — Polynesian dances, water sports, mountain climbing entertain the visitors. Visit in air conditioned comfort of one of the new hotels recently built in this fast-growing tourist mecca.

Ask for information on F-5.

AUSTRALIA-NEW ZEALAND

"English spoken here" in the land of the koala bear, kangaroo and boomerang. Tourists claim New Zealand offers some of the most beautiful scenery in the world.

Ask for information on F-6.

THE FAR EAST

Expo '70 may be over, but the Orient still has many attractions, including unusual temples, tea houses, museums and, of course, the shops of Hong Kong.

Ask for information on F-7.

THE ISLES OF GREECE

Cruises or air excursions are available that include visits to Crete, Rhodes and Corfu, as well as extensive sight-seeing in Athens.

Ask for information on F-8.

EUROPEAN CAPITALS

Much to see in London, Brussels, Amsterdam, Cologne, Luxembourg and Paris. Tour includes several side trips to spots of interest.

Ask for information on F-9.

COSTA DEL SOL

Fast becoming the winter-time playground of Europe, this area offers many attractions including golf courses, swimming pools, nightly entertainment at hotels — at reasonable prices.

Ask for information on F-10.

RHINE CRUISE

Travel the historic Rhine in comfort, taking adventurous shore excursions in such spots as Bonn, Heidelberg and Cologne.

Ask for information on F-11.

FRANCE

Who wouldn't become a Francophile after seeing first-hand the beauties of Paris, the enchantment of the chateau in the Loire valley, the charm of Monte Carlo!

Ask for information on F-12.

ITALY

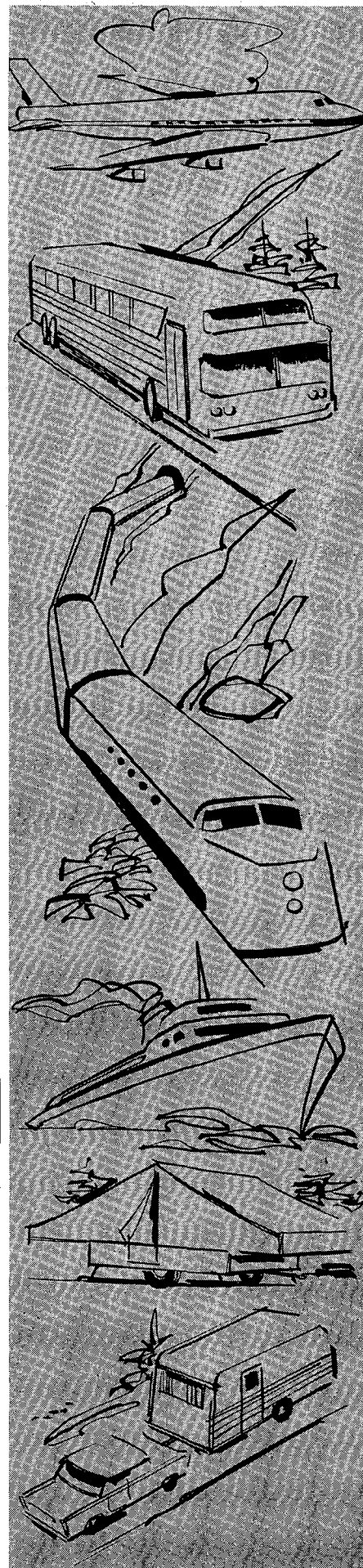
Music and art lovers revel in cities like Milan and Florence — and *everyone* loves Rome with its beautiful fountains, historic ruins and the splendor of Vatican City.

Ask for information on F-13.

SCANDINAVIA

Norway, Sweden and Denmark offer many things to do — view the extraor-

(Continued on page 18, col. 1)



TOUR PLANNING GUIDE

(Continued from page 17)

dinary scenery, visit the fascinating shops, relax in Copenhagen's famed Tivoli Gardens.

Ask for information on F-14.

AUSTRIA

Vienna and Salzburg are highlights of this trip, but visitors find all of Austria abounds with music and art. Skiing here is great — and don't miss those Viennese pastries!

Ask for information on F-15.

BRITISH ISLES

See and compare the charms of Scotland, Ireland and England. In the lands of the heather, shamrock and flowering gardens you'll find the residents friendly — and able to converse with you!

Ask for information on F-16.

LONDON

Entertainment and sight-seeing to places such as Buckingham palace, the

Tower, Westminster Abbey are offered, plus visits to stately homes as well as not-so-stately Carnaby Street.

Ask for information on F-17.

IRELAND

Stay overnight in a castle, kiss the Blarney Stone, visit the Abbey theatre in Dublin, savor the beauty of the Emerald Isle.

Ask for information on F-18

SWITZERLAND

The quaintness of this small country with its lovely chalets and spectacular scenery charms every visitor. Skiing is, as you would expect, excellent.

Ask for information on F-19.

INDIA

You may not only *see* beautiful palaces here, you can actually *stay* in one, making side excursions to the Taj Mahal and other spots of interest.

Ask for information on F-20.

PHOTO TOUR

Expert photographers act as overseas tour leaders and give instruction and advice as needed. Models are available at various points in tour to add to picture interest. Choose your destination in almost any European country or combination of countries.

Ask for information on S-4.

FESTIVAL OF ART

Visit artists' studios and famous galleries in New York City with a well-known art expert as your guide.

Ask for information on S-5.

GOLF TOURS

Play your way across the country, or most of the way around the world on a tour that visits some of the most famous golf courses, including St. Andrews.

Ask for information on S-6.

SAFARI

Take your choice of a hunting, photographic or sight-seeing safari to Africa. Visit Kenya and Tanzania — see Kilimanjaro, the Serengeti — Treetops and game reserves.

Ask for information on S-7.

FISHING TOURS

Germany, Norway, Ireland and Scotland offer anglers a real thrill in landing local trout and salmon.

Ask for information on S-8.

HUNTING TOURS

Try for stag in Ireland, wild boar in the Black Forest, grouse in Scotland, or even polar bear in the Arctic Circle!

Ask for information on S-9.

SKI TOURS

Many different tours are available, both in this country and Europe. Arrangements can be made for trips of a few days to up to three weeks time.

Ask for information on S-10.

THEATRE TOUR

"The play's the thing" in this trip to Dublin and London that includes seven nights of theatre in both cities, plus other entertainment features. A Paris option includes three nights there for a small additional charge.

Ask for information on S-1.

THEATRE AND DANCE

London, Moscow and Leningrad are in-

cluded in the itinerary of this tour which is operated year-round.

Ask for information on S-2.

HOLY LAND TOUR

Visit Jerusalem, Nazareth, Bethlehem and other historic spots on this inspiring trip. An English-speaking guide is provided, and travelers may add Athens, London, Paris or Rome as options.

Ask for information on S-3.

Special Interest Tours — Tailored to Your Needs

Most companies have ready-made interest groups for which special trips can be arranged. The camera club, for example, would be a likely candidate for trip S-4 — or the art league might turn out in full force for trip S-5.

Here again, if you would like specific information on a trip not listed below, simply indicate the field of interest in the blank space provided on the post card, and R/M will see that details are sent to you.



Pick a city from 1 to 10

You can arrange an economical Continental Holiday tour that's sure to fit the mood, time and budget of your employees. Treat them to Southern California with exciting tours of Los Angeles, a movie studio, Disneyland. Or Colorful Colorado with its mountain peaks, national parks, dude ranches and mile-high Denver. Or dreamy Hawaii for a Waikiki suntan, outer island tours, native dances and entertainment. Write Group and

Tour Sales Department, Continental Airlines, International Airport, Los Angeles, California 90009. In case you need help in identifying all the above vacation spots, they are: 1—Honolulu. 2—Los Angeles. 3—Dallas. 4—Chicago. 5—Phoenix. 6—New Orleans. 7—Denver. 8—Seattle. 9—Houston. 10—other.



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What Should You Do about Customs?

by Rus Arnold

The classic border-crossing story deals with the obviously pregnant woman faced by an embarrassed U. S. customs inspector. "I'm sorry, ma'am," he explains, "but that's what the rules say. If you got it in Mexico, you have to pay duty on it."

If only custom rules were that simple! The Customs Service, originally organized for the purpose of collecting import revenue, has now been saddled with the extra job of protecting registered trade-marks. Many a tourist has, for example, bought a camera overseas and entered it dutifully on his declaration form, prepared to pay any necessary customs fees, only to be told that he could not bring *that* particular item into the country, no matter what. Something, sir, in the rule books about importing certain brand names.

And if the honest tourist, who wants to comply with the Customs laws, can find himself in difficulty, consider what can happen to the occasional tourist with an itch to "sneak something in." Trying to outsmart a customs inspector is about as easy as trying to conceal a nervous tic from a psychiatrist.

How do you account for the almost uncanny ability (of customs inspectors) to pick out the one tourist in the crowd who has something to hide?

CHEATERS SPOTTED

One inspector at Kennedy Airport in New York put it to me very simply. "Nobody is a good liar," he said. "Remember, we're not talking about the professional criminal. Him, we have other ways of catching. But the average Joe who comes up to the customs line, he's not a criminal. . . . All we have to do is watch reactions to certain questions."

"What kind of stories do you usually get?" I asked.

"Oh, they say they bought a camera in this country, so we ask for some kind of documentary proof of that — a bill of sale, insurance policy, warranty card, or the Form 4457 we urge tourists to use for just this purpose.

"If they don't have any of those, we tell them we will retain the item and they can come back and pick it up when they can show proper documentation. If the man says he never got a bill of sale, we tell him to go to his dealer and get one."

At this point he laughed. "You'd never believe how stupid some of them think we are. They go out to some stationery store, pick up a receipt book and

takes before leaving the United States. Since anything foreign-made is subject to import duty, it is wise to check over everything you are taking out of the country that was foreign in origin. Your Swiss watch, your German or Japanese cameras and lenses, your Japanese tape-recorder, your Swiss skis, your French fly-rod, your Austrian ski-boots, a Dior dress — these can all give you trouble when you bring them back in.



No passport is necessary to visit Canada, but customs officials are always on duty at this world's friendliest border.

make out a phony bill of sale!

"Or the guy will say he can't remember where he bought the camera. Or maybe he'll finally admit he bought it overseas, but on a previous trip, and he'll insist he declared it the last time he came in, at some other airport. When we offer to check the records at that airport by telephone tie-line, suddenly he can't remember when it was he arrived. So we suggest he look at the arrival date rubber-stamped in his passport."

Interviewing men like this, you learn that each major airport has school-trained specialists who know wools, textiles, furs; some may be former diamond merchants; and many of them are camera bugs. These specialists know products, their sources, their values.

Before you come back into the United States, you have to leave, and there are certain precautions every wise tourist

There are many ways to avoid these problems, various kinds of existing documents that will prove you owned that item in the United States before your departure: paid department store bills; cleaning or repair bills; itemized insurance policies; warranty certificates.

REGISTER ITEMS

But if in doubt, your best bet is to register the items with U. S. Customs. This service is free, registration is good for several years, and takes only a few minutes.

You can take the items to any customs office at any time and fill out a Form 4457, a 4 x 6 carbon-interleaved job.

If you have a lot of items, with many serial numbers, you can save time by bringing along a typed list with two car-

(Continued on page 22, col. 1)

What about Customs?

(Continued from page 21)

bon copies. You don't have to elaborate — just something like this:

Nikon FTN #14237

Omega wrist watch #42859

Gray Burberry man's overcoat

The customs office will check the items, rubber stamp the registration, and you're on your way. Remember, you can do this days, weeks, before your trip and you can include things you may decide later to leave at home. But bring the items along to show, and be sure you know where to find the serial numbers.

Don't let a busy customs agent tell you it isn't necessary. The agent who greets you on your return may not be that busy!

Should you *buy* (merchandise) overseas? A few pointers might be in order.

The first step is to get the latest copy of the free pamphlets — "Know before You Go," and especially, "U.S. Customs Trade Mark Information," — from the nearest Customs office or the Bureau of Customs, Washington, D. C. 20226.

HELPFUL LISTING

The "Trade Mark" pamphlet lists the brand names of photographic equipment, tape recorders, jewelry, perfumery, watches, etc., on which there are restrictions.

The information changes from day to day, and the only authentic information is in the Customs Inspector's ring binder. But the little folder may tell you, for example, that you cannot bring in any item bearing the Lunasix brand name, but may bring in one article bearing the Asahi Pentax trade name, or one still camera, one movie camera, one binocular, two interchangeable lenses, and one other optical instrument bearing the Nikon or Nikkor trade mark.

The pamphlet includes lots of other vital information, including the fact that those trade-marked items you are permitted to bring in must be on your person on arrival, and not shipped.

The gimmick here is that they cannot stop you from bringing in the item. It is only the trade mark that is restricted.

On some bottles of perfume you could, perhaps, tear the prohibited brand name off; on a camera or lens it means permanently defacing the item. A piece of adhesive tape over it is not enough.

Having checked to see whether or not



The "man in motion" here, the customs official, prepares to check baggage of newly arrived passengers from overseas.

you can bring in that particular item or group of items, the question is — is this a good buy?

The first thing to do is to check the overseas price, not against the *advertised* U. S. price, but against the best discount you know you can get back home. Now, figure in the import duty you may have to pay. If you are out of the United States for over 48 hours you are entitled to bring in \$100 in purchases, duty-free, for each member of your family party. The Customs people invariably will apply that exemption to the highest duty products you bring in . . . which is nice of them.

The Customs Inspector is privileged to assess the valuation of the purchase though, of course, he will pay heed to legitimate receipts. Notice, I said, "*legitimate* receipts." Watch out for those dealers who will try to get your business by offering you false, underpriced receipts.

PHONY RECEIPTS

These receipts are not going to fool the inspectors; and there are some merchants who specialize in tipping off Customs to such deals, because the

U. S. Customs pays informers a percentage of resulting assessed fines.

Overseas price, plus estimated duty, deducted from what you know the item would cost you back home (net, including sales tax), gives you some idea whether you can make a good buy.

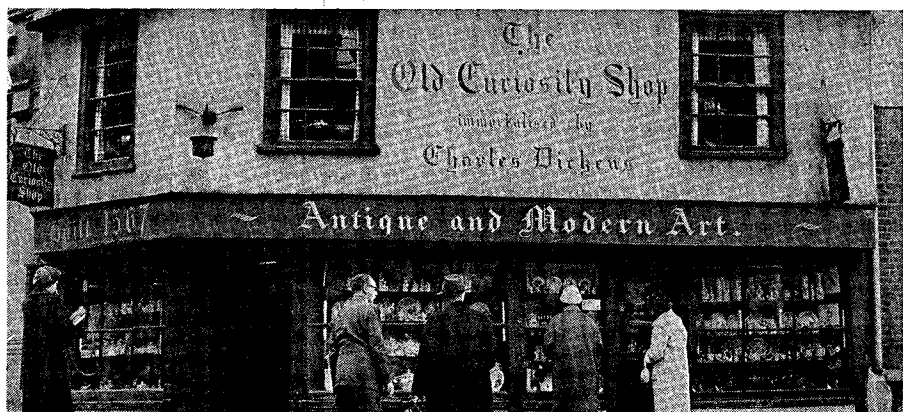
But what about warranties and possible repair costs? Stick to the top brands and the models that are popular here, and (a) you will have an item that is most likely to function well for a long time; and (b) if you ever do need service you will at least know that parts are available in the states.

CHECK BRAND NAMES

Stay away from little-known brands, discontinued models, items that are not imported here in quantity, and especially the dozens of "private brands."

To promote business, many countries will license Duty Free shops at airports or highway border crossings, or may set up an entire community as a Free Port. All of these are areas where items may be sold without paying *local* taxes. It must be clearly understood, however, that items bought in Duty Free shops

(Continued on page 26, col. 3)



Perhaps these shopper-tourists would be wise to check customs regulations before investing in antiques to bring home.

Who Knows the World ...



and How to Enjoy it ?

AITS KNOWS! We're the world's largest all-inclusive tour operator, attested to by the fact that over 300,000 people have enjoyed an AITS deluxe vacation since 1965.

Your group can choose a one-week luxury vacation to London, Rome, Majorca or Spain's Costa del Sol for as low as \$299, or two-week tours of the Orient, Hawaii and the relatively unexplored South Pacific, including Australia, New Zealand and Fiji.

But that's just the beginning. Your group is in expert hands on an AITS Carnival tour, for being the leader in group travel keeps us constantly abreast of the very finest hotels, restaurants, and points of interest.

Most important, AITS KNOWS people and what they need to make them happy. It's that extra touch of service your group will remember long after they touch down in the U. S. again.

So . . . if you're thinking of a group vacation, come to AITS. We KNOW because we've been there.

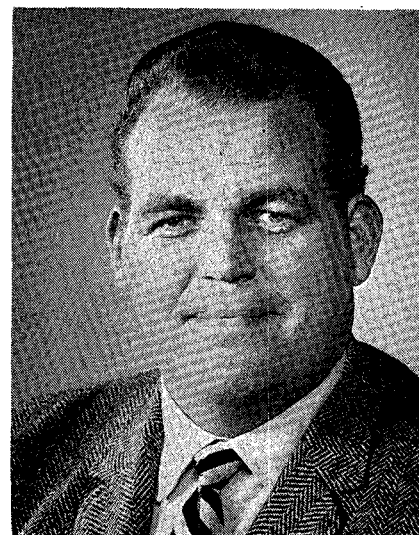


For information, contact: Group Sales Division
AITS, Inc. (American International Travel Service)
210 Boylston Street, Chestnut Hill, Mass. 02167
(617) 969-4100

COMPETITIVE BIDS FOR GROUP TRAVEL

Selection of a travel agency to handle employees' trips is a problem that plagues many recreation administrators. Here is the story of how one firm — the Ford Motor Company — resolved the issue.

by M. John MacLean
Recreation Director
Ford Motor Company



M. John MacLean

The Ford Employees Recreation Association for many years has sponsored a travel program whereby Ford employees and retirees, as well as members of their immediate families, may take group trips to many parts of the world.

Because of the increased interest in employee group travel, the association has decided to place its travel program up for bids to many of the area travel agencies. To make the bids more competitive, trips are awarded to the agency submitting the best bid.

To assure the workability of the travel bid form, it was necessary to draw up one which would include all information necessary to complete a summary of the trip and provide adequate information for the agency bidding. As a supplement to the bid form, the association included the following information in its tentative travel schedule:

1. The time of year that the trip was to be scheduled;
2. The desired length of the trip;
3. Mode of transportation — air charter, scheduled flight, boat, bus or train;
4. Approximate number of participants.

With this information and the bid form, we feel that the travel agency can submit a bid that will fill the needs of our program.

Inclusions on the bid form that help in reviewing the quality of the bids are:

1. Transportation brochure showing the size, type and quality of the transportation to be used on the trip;
2. Hotel brochure showing the type of accommodations and proximity of the hotel to the major areas of interest on the trip;
3. Tour information brochure showing the suggested tours available on the trip.

This information is helpful in comparing bids submitted by the various agencies on the same trip, to assure the best possible trip available to the employees.

All the bid packages are mailed out on the same date, and bids must be returned to us by a pre-designated deadline, to be fair to each of the bidding agencies.

On this page and the next are samples of the bid form we use, and a tentative travel schedule we supply to the agent.

FORD EMPLOYEES RECREATION ASSOCIATION

TRAVEL BID FORM

To be considered for the travel program, each individual bid form must include all the following information:

- A complete itinerary must accompany each bid form.
- Price to include all taxes, tips and gratuities.
- Price to include the cost of minimum of 10,000 brochures for distribution
- Include all hotel/motel accommodations to be used, detailed information.

NAME OF TRAVEL AGENCY, ADDRESS AND TELEPHONE _____

NAME OF AGENT _____

DESTINATION OF TRIP _____ LENGTH OF TOUR _____

SPRING _____ SUMMER _____ FALL _____ WINTER _____

MODE OF TRANSPORTATION (air, rail, boat, bus) _____

POINT OF DEPARTURE _____

PLEASE INCLUDE ANY ADDITIONAL INFORMATION PERTAINING TO THIS PARTICULAR TRIP AND COST BREAKDOWNS.

TOTAL COST OF TRIP (BASED ON TWO PEOPLE TO A ROOM)

\$ _____

CAN YOU PROVIDE A PERFORMANCE BOND IN THE AMOUNT OF THE GROSS REVENUES PAID TO YOU FOR THIS TRIP?

FORD EMPLOYEES RECREATION ASSOCIATION

ATTACH ADDITIONAL SHEETS, IF NECESSARY

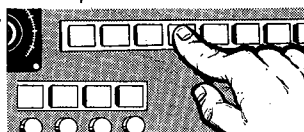
FORD EMPLOYEES RECREATION ASSOCIATION
1971 TENTATIVE TRAVEL SCHEDULE

Destination	Sug- gested Month/s	Length	Trans- porta- tion	Par- tici- pants (Est.)
MEXICO Include Mexico City, Taxco, Acapulco, all meals, tours optional.	Feb.- Mar.	2 Weeks	Charter Plane/ Group	125
HAWAII (Economy) All islands, air fare, rooms only, Tours, meals optional.	Mar.- Apr.	2 Weeks	Charter Plane	125
LAS VEGAS Air fare, hotel, cocktail party, dinner minimum.	Apr.	4 Nights	Charter Plane	125
LONDON-EUROPE Include smallest air- craft available for charter, list additional planes and sizes available. Land portions to be priced separately, based on 30 participants and 60 participants, prefer more than one.	Apr.	3 Weeks	Charter Plane	150
JAMAICA Air fare, hotels, meals, plus extras.	May	1 Week	Charter Plane	125
BAHAMAS-FREEPORT Air fare, hotel, meals, cocktail party.	May	1 Week	Charter Plane	125
INDY "500"	May	Weekend	Bus	75
CARIBBEAN CRUISE Best available, all inclusive.	June	2 Weeks	Liner	30
HAWAII, L. A., SAN FRANCISCO To include Disneyland, other tours, some meals.	July	9 Nights	Scheduled Plane	30
FLORIDA Disneyland, if avail- able, inclusive pkg.	July	1 Week	Scheduled Plane	30
LAS VEGAS (Repeat of above)	Sept.- Oct.	4 Nights	Charter Plane	125
LONDON-EUROPE (Repeat of above)	Sept.	3 Weeks	Charter Plane	150
SPAIN-PORTUGAL To include meals and optional tours	Oct.	1 Week	Charter Plane	125
HAWAII (Aloha Week) Deluxe package, all inclusive.	Oct.	2 Weeks	Scheduled Plane	100
AUSTRALIA-NEW ZEALAND Deluxe package, all inclusive.	Nov.	3 Weeks	Scheduled Plane	30
FLORIDA All inclusive, location open.	Dec.	1 Week	Scheduled Plane	30

IT'S FUN TO FIRE ON THE SELECTRONIC RANGE



Put indoor shooting in your recreation program. Now it's safe . . . and fun. A new Selectronic range ends risky ricochets. Stops deadly back splatter. Lets you shoot without fear all year. New push-button control. Automatic targeting. Exclusive Venetian Blind trap . . . 30 years without an injury.



WRITE FOR FREE RANGE GUIDE



DETROIT BULLET TRAP CORP.
2233 N. Palmer Drive
Schaumburg, Illinois 60172

"DON'T DRINK

That warning was probably first uttered by Isabella to Christopher Columbus as he set sail. If you and your group are traveling abroad you deserve more than a funny little warning.

You deserve complete information on all matters and situations a holidaying American can encounter. Dittmann Tours specializes in overseas exposures with the most comprehensive pre-tour packages . . . better to supply too much information than not enough. We think of all kinds of things to tell your tour members—where the girls can have their hair done, temperature charts; food and drink facts*; passport information; how to pack; what to take; what to leave home; maps and brochures . . . we even make arrangements for visits to long lost relatives in Europe. And there's more! In addition to pre-trip information, we take care of the mailing, printing, phone calls, correspondence, publicity and other minute details so important to a successful group tour. Now is the time to start planning your travels for the 1970/71 season. For the complete Dittmann story, write for our GROUP TOUR PLANNER.

THE WATER"

*The watering spots on all Dittmann tours are safe.

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Winchester Adventures can lift you out of the congested work-a-day world and offer you over 40 sporting vacation ideas in some of the most beautiful places on 5 continents.

For example, we can put you on a jetliner bound for an East Africa Camera Safari as easily as you'd grab a taxi. Or we can launch you on the outdoor vacation of a lifetime, roaring down the swift-running Colorado River right through the heart of the Grand Canyon.

Or we'll arrange a hunting, fishing, shooting or wilderness pack trip that everyone in the family will enjoy. There are trips and prices designed to match any sporting taste or pocketbook.

Make your reservations now for a Winchester Adventure. Each trip is planned down to the last detail by experienced outdoor travel people who can take you where the action is and take the worry and trouble of making travel arrangements off your mind.

You can begin any Winchester Adventure right now simply by filling out, clipping, and mailing the coupon below.



WINCHESTER
WORLD-WIDE
ADVENTURES



The
Outdoor
Travel
Experts

Please send the items indicated:

- ☐ East Africa Camera Safari Brochure
- ☐ Western River Run Brochure
- ☐ Mexico, hunting, fishing and shooting safaris information
- ☐ 122-page Winchester Adventures catalog (please enclose \$1.00 postage and handling fee)

Send to: NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

I PLAN TO TRAVEL
DURING THE MONTH OF _____

Mail coupon to David Romm, Director of Group Sales, Winchester World-Wide Adventures, 460 Park Avenue, New York, New York 10022. Or call collect: (212) 752-3880. RM-9

What about Customs?

(Continued from page 22)

or Free Ports are as much subject to U. S. Customs duties and regulations as if they were bought elsewhere.

Two of the best Free Ports are Aruba and Hong Kong. The best-stocked Duty Free airport is Amsterdam. The Dutch even have cars ready for delivery! But you cannot always be sure the particular item you want is on hand, even in these well-stocked spots.

Most Duty Free shops, however, deal primarily in liquors and perfumes.

In Free Ports you may find a great variety. You can shop around and you can haggle. But since Duty Free shops are open to tourists only *after* they check out of a country's Customs, the Duty Free shops have a captive trade. I found prices in some of them higher than in that country's downtown shops. So, *caveat emptor*. Shop the downtown merchants, ask them if their city happens to be one of the many which permits a special discount or a sales tax rebate on items bought by tourists for export.

MAKE IT EASY

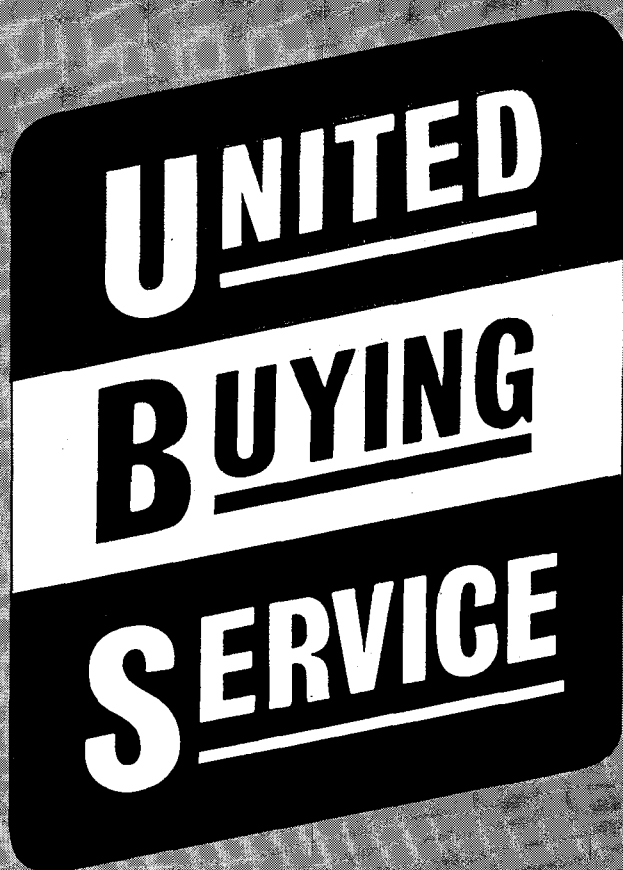
So, you arrive back in the states and now you have to go through U. S. Customs. What do you do? Keep in mind that with modern, oversized jets arriving in quick succession, the customs man has a lot of travelers to process. The easier you make it for *him*, the easier he will make it for *you*.

He does, you know, have considerable discretionary power. Try to pack all your declarable items together so that they are easy to display. Have your declaration form ready, with all the applicable receipts. If you are bringing back foreign-made items that you took out with you, have those registration papers handy, too. And don't plan to try to outwit the customs inspector. The risk is too great.

The tourist, like the customs inspector, should know the rules. Read those instruction pamphlets. Be sure you are not bringing back items in violation of brand-name restrictions, or items not allowed into the U. S., such as products of certain countries (Cuba, Albania, for example) or agricultural specimens. Remember that ignorance of the law is no excuse, no matter how extenuating the circumstance.

— Reprinted from *Rx Sports and Travel*.

THE GREATEST BUYING POWER IN MOST MAJOR CITIES IN U.S. AND CANADA



COLLECTIVE BUYING! ❄

Nine years ago UBS carried its first **collective buying plan**. It covered only automobiles at the time. Combining the enormous purchasing power of both industry and government employees, this **collective buying plan** offered its members a simple, easy, proven way of obtaining any make of automobile at a saving of hundreds of dollars per car.

The acceptance of **collective buying** was immediate . . . and so enthusiastic that UBS is now the largest buying service of its kind on the North American continent.

Today UBS not only provides new cars at substantial savings, but the same kind of savings on practically every household appliance made: on carpeting and many other major items for the home. Substantial savings even for group and charter travel.

In one capacity or another UBS is now serving most major industrial and commercial institutions and/or organizations in both the United States and Canada.

UBS is unique in many ways. For one — it costs nothing to join. There are no membership fees, no minimum purchasing requirements, no charges of any sort. Its sole function is to utilize its **collective buying plan** to save you money.

UBS is a service that every recreation director should make available to his co-workers. And it's as simple as writing a postcard. For complete information, write: UNITED BUYING SERVICE INTERNATIONAL CORP., 1855 BROADWAY, NEW YORK, N. Y. 10023 (tel: 212 LT-1 9494)

B. A. BROWN
President

Serving 2½ Million Industry And Government Employees. Offices In Major Cities To Serve You

*COLLECTIVE BUYING MEANS
COLLECTIVE SAVINGS FOR YOUR FELLOW EMPLOYEES



NEWS ROUNDUP

FROM THE WORLD OF RECREATION

TRAVEL

SEVERAL AIRLINES are currently being approached by at least one promoter in the entertainment field who is trying to introduce the concept of live performances, particularly on the new, large jets. Under consideration are performances by comedians and musical combos.

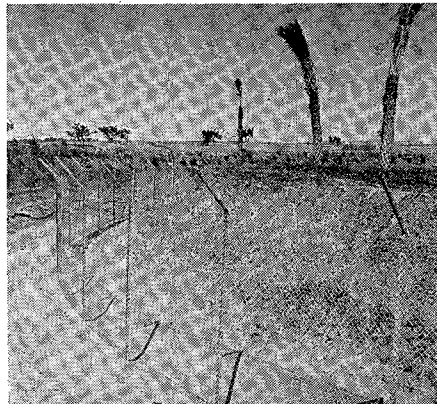
TO MAKE preparing and packing for a trip a little easier, a free catalog is now available that contains more than 300 items a traveler might need. The catalog is available from Travel Aids Co., Dept. R.M., 9000 Lincolnwood Dr., Evanston, Ill. 60203.

VISITORS TO Southern California are enjoying a side-trip to a new wildlife preserve in Orange County, opened recently.

On a winding eight-mile jungle trail they can see wild animals roaming free. In reversed roles, visitors are confined inside their cars (with windows up) while animals wander through the preserve studying these "caged" visitors.

Lions, rhinos, elephants, giraffes,

zebras and other animals will have the freedom of the African-type veldt, with strategically placed moats, lined with cyclone fencing, separating non-compatible species.



Dry moats at the National Leisure wildlife preserve in California are lined with cyclone fencing, placed below ground and out of view of the three million visitors expected to tour the compound each year.

ON A SMALLER scale, more than 80 animals live on a "petting farm" at Universal Studios in Universal City, Calif. After these animals have been separately viewed by children, they are released together into a large pen, and the youngsters can mingle with them. The animals seem to love the attention as much as the children like to give it.

BOOKS

A PRIMER for environmental awareness is "No Deposit — No Return: Man and His Environment: A View toward Survival." This book is a collection of papers that grew out of a conference held last fall in San Francisco dealing with environmental problems.

The book is available for \$2.95 from Addison-Wesley Publishing Co., Reading, Mass. 01867.

"TENNIS TO WIN" is the title of a new book by Billie Jean King, winner of triple crowns at Wimbledon and in the U. S. Open. She offers detailed instruction in fundamentals and advanced techniques of the game.

Published by Harper & Row, the book sells for \$5.95.

PLACES & EVENTS

THREE-DAY clinics devoted to the topics of facility design and maintenance, forestry, and turf, are being sponsored next month by Madisen Publishing Co. One will be in Denver from October 5-7, another in the Atlanta area from October 19-21.

For complete details, write to Clinic, P. O. Box 409, Appleton, Wis. 54911.

A UNIQUE incentive program is in operation at the Portland, Oregon plant of American Pipe and Construction Co. Each employee receives 50 green stamps if his department has no accidents for one month. If his department is named safety department of the month, the employee is given 200 stamps.

The purchase of a new pair of safety shoes is worth 500 stamps, and if the worker knows the company's weekly safety slogan when he is asked about it, he receives 200 stamps.

Management credits the program with making the employees a great deal more safety conscious.

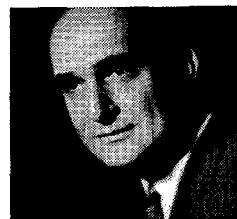
A TEAM OF bowling's leading professionals has begun a nationwide series of individual personal appearances, designed to provide amateur

(Continued on page 30, col. 2)



These professional bowlers are currently touring the country offering advice to "duffers." Back row, from left to right, are Norm Meyers, Dave Soutar, Dave Davis, Skee Foremsky; third row, George Pappas, Jim St. John, Bobby Cooper; second row, Buzz Fazio, Joe Joseph; while heading the ten-pin formation is Mary DeBarbire.

"We move a million a year!"



Yes, that's our record this year—a million clients. And I'm here to add more and share the wealth with you. I'm Krikor B. Selian, with 20 years of experience in travel, now Founder and President of ETSIA Club Vacations.

I'd like to prove we have the best value in the travel business—now available for your recreational programs. May we tell you more?

People can be moved when quality is as high as the price is low!

ETSIA CLUB VACATIONS:

First time ever in the U. S. A.

You know people can be motivated into moving when they get outstanding value at prices they can afford. We certainly know it. We're booking more than a million Europeans annually on our low cost, high value tours. That's why they can be both.

We have the volume business that makes it possible. Our partners own and operate many of the facilities we use, including local sightseeing—even night clubs. We have substantial interests in many of the hotels we use. Throughout Europe we rate high with all hoteliers and other operators of facilities because we send so much business their way. That's how we can offer a winter week in Mediterranean climes to your associates at such incredibly low rates. There is no comparable value and there's no skimping. Note all the features—including the fact that all hotel rooms have a private bath or shower. We have firm allocations at all featured resorts. Available, if desired, for your group (minimum 40 persons) are all-inclusive packages including round trip jet from New York at prices ranging from \$198 to \$265 per person to the featured destinations.

WE OFFER:

- Instant confirmations
- Air travel arrangements
- Sales aids
- Escorts for your group



In association with Clarksons Holidays of London and Neckermann of Frankfurt—world's biggest tour operators—who'll personally look after your clients.

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PLUS PRIVATE BATH AND SHOWER

**All Meals, Tips, Transfers, Taxes, Swimming Pool,
Free Excursions, Tour Escort**

**Gran Vista Hotel
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Superior Class

ONLY \$75
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double occupancy

**Comodoro Hotel
Palma Nova**
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per person
double occupancy

**Bellver Hotel
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ONLY \$99
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double occupancy

We also offer equally bargainful trips to Spain's Costa Del Sol, to Madrid and the Costa Blanca ("In the Steps of La Mancha—the Impossible Dream Come True!"), to Italy, Greece, London and Paris ... from \$49.50 to \$108 (also per person double occupancy).

*(rate includes Free Car Hire with Unlimited Mileage)

GREAT NEWS! Rush me full details of Etsia Winter Weeks packages. I represent an organization which might assemble 40 or more people.

Name and Title _____

Address _____

City _____ State _____ Zip _____ Phone no. _____

Name of my organization _____

Approx. no. of people in local organization _____

Destination _____ Departure date _____

Also, it might help to contact
the person named below:

Officer's Name _____ Address _____

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS AVAILABLE

SEWELLS POINT OFFICERS' GOLF CLUB, NORFOLK, VIRGINIA — beginning in October, 1970, opening for combination golf pro-course superintendent for 18-hole golf course. Responsibilities will include maintenance of golf course and providing lessons. Remuneration will consist of guaranteed annual salary, all earnings from lessons, and fringe benefits. Expertise in golf course maintenance mandatory. Relocation expenses will be subsidized. Send resume and annual salary desired to Commanding Officer, Naval Station, Norfolk, Virginia 23511.

MISCELLANEOUS

NEW SOLID STATE GOLF BALLS — indestructible N.G.A. approved \$3.40 dz. Rejects excellent condition \$2.25 dz. Championship tennis balls \$3.25 dz. Send for brochure. The American Co., Merrick, L. I. 4, New York 11566.

This may be your last chance to get up off your big fat complacency.

Try this. Pick out one of our United Way agencies. Go out into the field with its workers. See for yourself the very real needs of the people it serves. The new and growing urgency of their problems.

Take a good hard look at the new things that the agency is doing to solve these problems. The new approaches. The new programs. The new money they take.

Then, when you pledge your Fair Share, you're bound to make it bigger. You will remember the faces and voices of those you are helping.

If you don't do it, it won't get done.

advertising contributed for the public good



NEWS R-UNDUP

(Continued from page 28)

bowlers with a first-hand explanation of what it takes to bowl like a pro.

Sponsored by the bowling division of Brunswick Corp., these bowling stars will be on the road through December, appearing at bowling centers and shops throughout the United States. If you'd like to know exactly when they will be in your area, write Brunswick Corp., 69 W. Washington st., Chicago, Ill. 60602.

THE UNITED STATES has been granted the privilege of hosting the 40th world shooting championships at Phoenix, from October 17-26. This will be the first time they have been held in this country since 1923.

Among those competing in the matches will be a team from the Soviet Union.

THE BUILDING that houses offices of the ABC in the Milwaukee suburb of Shorewood was sold recently, the new owner taking occupancy by September, 1974.

A new ABC headquarters will be built in the Milwaukee area to house that organization, as well as the Woman's International Bowling Congress and the American Junior Bowling Congress.

"RECREATION TODAY and Tomorrow" was the theme of a European festival of recreation, held in Geneva, Switzerland early in June. The program for this conference included several European speakers who discussed the leisure age society, policies for recreation, and recreational planning and realization.

THE U. S. DEPARTMENT of the Interior will sponsor a four-day conference September 29-October 2 in Washington on environmental pollution. More than 3,000 leaders from industry, government, national organizations and universities are expected to participate in this mobilization to clean up our environment.

ABBOTT LABORATORIES of North Chicago, Ill., and Victor Comptometer, Chicago, have entered into a contract in which Abbott has agreed to acquire the as-

sets of Victor's Newark, Ohio, golf club manufacturing plant. Victor is one of the country's oldest manufacturers of golf clubs. Abbott has marketed health care products for more than 80 years, and acquired the Faultless Rubber Co., makers of golf balls, in 1966.

THE LEGAL SIDE

NOT EVERYTHING prescribed by a physician can be called medical care, as Dr. Leon S. Altman of Los Angeles discovered recently. Dr. Altman was called "totally disabled" with pulmonary emphysema by three insurance companies.

His doctors recommended golf as a necessary exercise for his condition, so Dr. Altman drove 56 miles from his home to play golf at a country club out of the smog area. He then claimed that these transportation costs were part of his medical care tax-deduction — but the courts disapproved.

The ruling held that golfing was not actually medical care as such — since the game does not involve diagnosis, mitigation, treatment or prevention of disease or injury. Thus, Dr. Altman's expenses for transportation to and from the golf course were personal — and non-deductible.

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A week in London for \$199.* Including Air Fare.

At prices like these, the employees of your company can go a long way together.

After all, \$199.00* for a week in London is less than half the price of the regular air fare alone.

Yet we include private-bath accommodations at a luxurious hotel in the heart of London, a lavish English breakfast every morning, sightseeing, and superb flight service on our big DC-8 super jets.

We can offer you so much for so little because we rent the whole airplane to your employee group. That way, we don't have empty seats and we don't have to charge for them (as other airlines do).

Hotels overseas are able to reduce their rates for pretty much the same reason.

What it adds up to, for your company's employees, is being able to travel together in this world for a lot less than going it alone.

We'll tell you about London, and other places at surprising prices, if you fill out the coupon. And mail it.

Capitol International Airways

A U.S. CERTIFICATED SUPPLEMENTAL AIR CARRIER

Mr. Clifford Dancer, VP Marketing
Capitol International Airways, Metropolitan Airport, Nashville,
Tennessee 37217 (615) 244-0600

Please send complete details on the following low-cost "Capitol
Holidays Fall/Winter 1970"

- | | |
|--|---|
| <input type="checkbox"/> Week in London, \$199.00* | <input type="checkbox"/> Week Air/Sea Caribbean |
| <input type="checkbox"/> 5 days/4 nights in Nassau, \$99.00* | Cruise from \$299.00* |
| <input type="checkbox"/> Week in Spain, \$178.50* | <input type="checkbox"/> 2 weeks in Hawaii, \$399.00* |
| <input type="checkbox"/> Week in Curacao, \$171.00* | |

Name of Company _____

Address _____

No. of People _____

Approximate Time of Year _____

Individual in charge _____

*All prices based on full pro-rata affinity charter of 250 people round trip from New York with split charter groups acceptable. Rates from other cities on request.



All Stars for all stars

More high school, prep school, college, university, Olympic and professional basketball players wear Converse All Stars than any other basketball shoe. That's a record. And it's a fact that Converse All Stars are constructed for records . . . designed to be the best basketball shoes in the world. Available in canvas or leather. (Converse also makes the great shoes for tennis, track, wrestling and football.) Malden, Mass. 02148



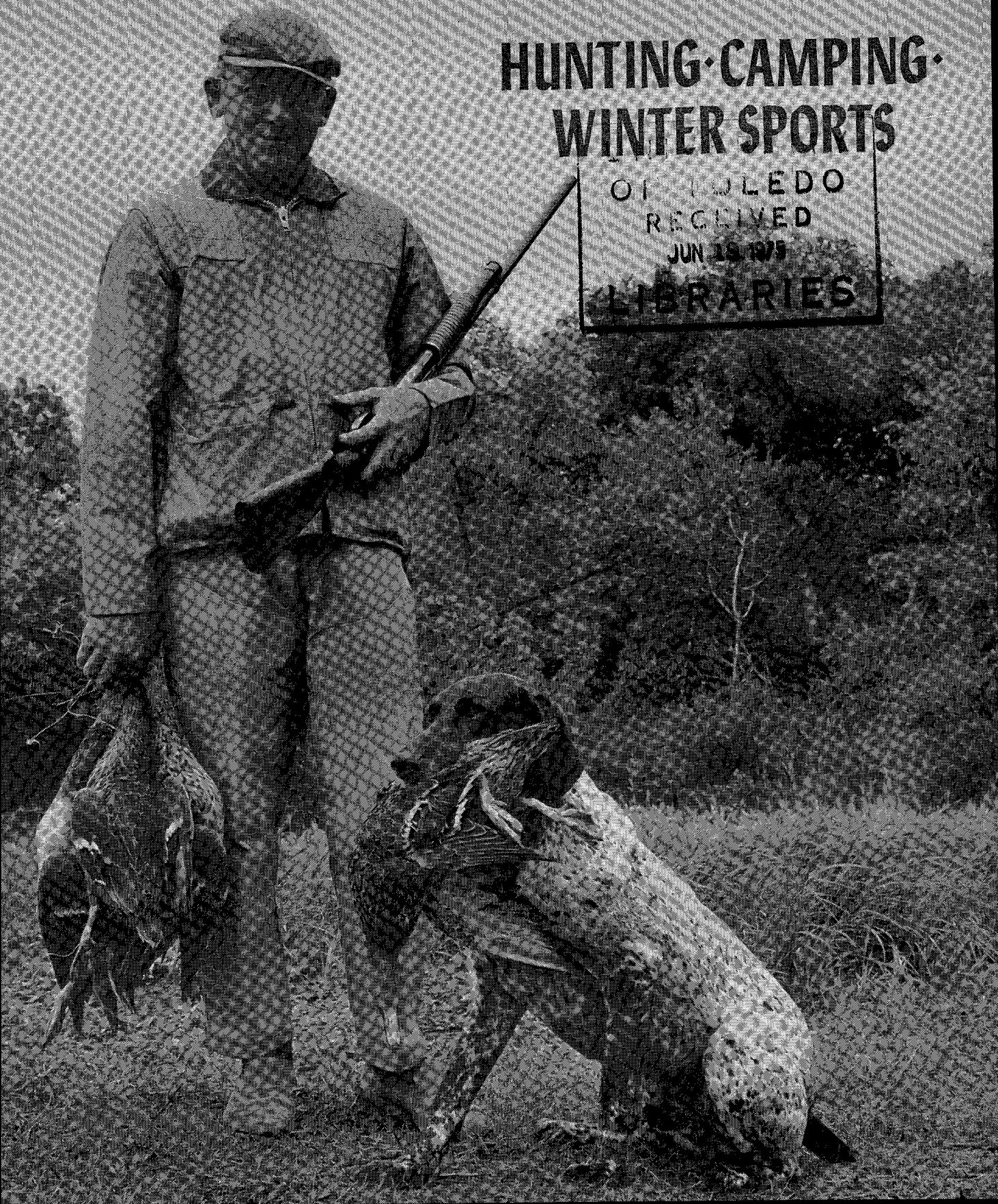
Recreation Management

OCTOBER
1970

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WINTER SPORTS**

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A week in London for \$199.* Including Air Fare.

At prices like these, the employees of your company can go a long way together.

After all, \$199.00* for a week in London is less than half the price of the regular air fare alone.

Yet we include private-bath accommodations at a luxurious hotel in the heart of London, a lavish English breakfast every morning, sightseeing, and superb flight service on our big DC-8 super jets.

We can offer you so much for so little because we rent the whole airplane to your employee group. That way, we don't have empty seats and we don't have to charge for them (as other airlines do).

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We'll tell you about London, and other places at surprising prices, if you fill out the coupon. And mail it.

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Please send complete details on the following low-cost "Capitol Holidays Fall/Winter 1970"

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|--|---|
| <input type="checkbox"/> Week in London, \$199.00* | <input type="checkbox"/> Week Air/Sea Caribbean |
| <input type="checkbox"/> 5 days/4 nights in Nassau, \$99.00* | Cruise from \$299.00* |
| <input type="checkbox"/> Week in Spain, \$178.50* | <input type="checkbox"/> 2 weeks in Hawaii, \$399.00* |
| <input type="checkbox"/> Week in Curacao, \$171.00* | |

Name of Company _____

Address _____

No. of People _____

Approximate Time of Year _____

Individual in charge _____

*All prices based on full pro-rata affinity charter of 250 people round trip from New York with split charter groups acceptable. Rates from other cities on request.

R9

Round trip Air \$125.00; Land \$74.00



Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

Published by the National Industrial Recreation Association,
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

Volume 13, Number 8

OCTOBER 1970

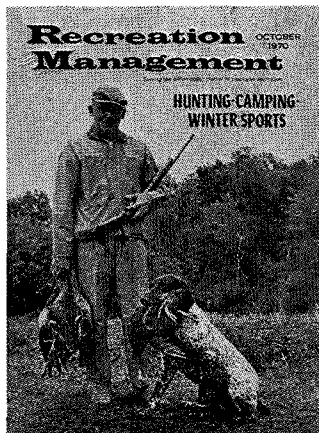
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ABOUT OUR COVER



— photo by Leo Rotelli

Charles A. Dussman, well-known Illinois sportsman active in the industrial recreation field for many years, with his companion, "Duke," a German shorthair, displays a fine bag of mallards. Dussman, for 25 years a manufacturer's representative for Boyar-Schultz Co., has now retired to Lake Worth, Fla.

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FROM THE PRESIDENT'S DESK . . .



Most jobs or professions involve an end product or tangible result. The farmer, for example, can see the fruits of his labor in his harvest. The doctor is rewarded when he restores a patient to good health. The secretary at her typewriter is pleased when she turns out a perfectly typed letter.

What, then, is the product of the successful industrial recreation administrator? Hopefully, if he does his job well, he is responsible for what some of us like to call "people-in-training for an enriched life."

An enriched life is one that creates deep satisfaction from participation in leisure time activities — whether they be active, passive, individual or group.

The recreation administrator must lead in such a way that he motivates **continual** participation in a new and exhilarating tomorrow. The enrichment of one's life is not a factor to be put in a bank account and drawn on at will. New deposits must be made to the individual's account regularly, for to enjoy a truly enriched life, the "in-training" period must never end.

The recreation administrator today must be a **professional guide** in leisure time activities. He doesn't merely **direct** — he is constantly searching for new and exciting paths along which people can be guided to this happier existence. He researches, plans, promotes, implements and evaluates to ensure that these activities are meaningful to the participants.

Everyone in the world has some need that can be filled by recreation, whether he knows it or not. The aggressive individual can release his tensions in a physical contact sport. The inward-looking person may find fulfillment in an artistic hobby.

It's our job to recognize these needs and to plan a course of action to fulfill them — to furnish the impetus for the individual to carry out his recreational wants.

In doing so, however, we must put our own creativity to work, by finding new methods — new ways of reaching people. Rather than just organizing a baseball league as in the past, sponsor pre-season clinics — and perhaps a workshop during the season. Let's use some of our more expert players as coaches and teachers, to give them a new stimulus from an activity in which they already excel.

Our job is a continuous one. We must guide people in such a way that we motivate them to satisfied participation in an exciting tomorrow.

As recreation administrators we must constantly seek out new and stimulating paths to help each of our people begin and remain "in-training for an enriched life."

Martha Daniell

Views about Recreation

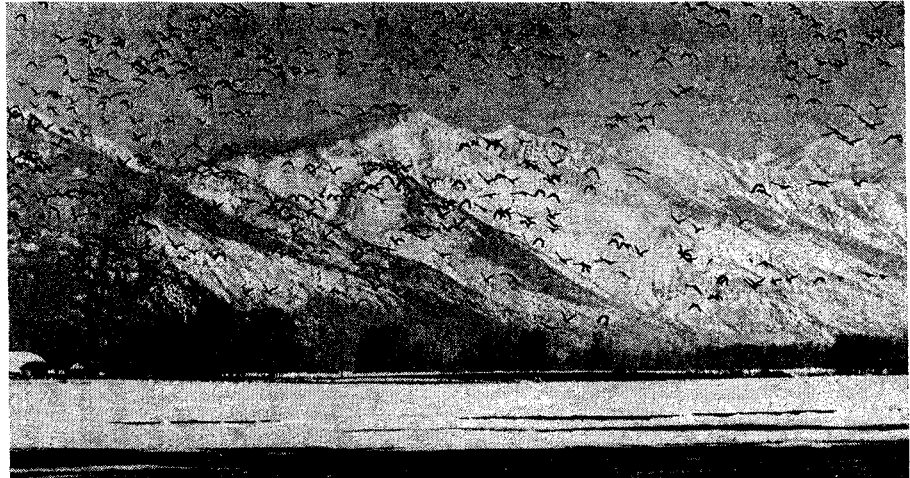
As far back as historians can trace, man has been involved in some form of recreation. The early stages of civilization indicate that man's play activities were generally related to ritual, food gathering and providing of clothing.

As time progressed, man developed verbal communications and "class systems." These developments set the stage for differences in use of leisure time as evidenced when, four to six thousand years ago, nobles and priests enjoyed leisure and peasants tilled the soil. During that time the nobility developed primitive games



(Continued on page 22, col. 2)

A Common Sense Approach to Hunting



— Photo, Courtesy of Ducks Unlimited

A regulated harvest plus preservation of habitat are responsible for the large number of waterfowl even now heading south on the flyways. Pictured here is one flock preparing to leave British Columbia for warmer climes.

... a provocative reply to those who would outlaw hunting, by one of our country's most eminent conservationists.

by Dr. Leslie L. Glasgow

Assistant Secretary of the Interior for Fish and Wildlife, Parks and Marine Resources

Public hunting as we know it today in the United States will be curtailed in the near future, and it will be under severe restrictions within 25 years. It may eventually be outlawed entirely, unless wildlife managers and their conservationist allies mount a public education program to counteract the Chicken Littles, who are running around crying that the sky is falling down, all because of hunting. The anti-hunting movement must be stopped.

The anti-gun fabricators and extreme preservationists have managed to sell a great many people the entirely false notion that harvest of wildlife is a crime against conservation and the environment. The truth is, hunters and hunting have literally saved many wildlife species from extinction.

FINANCING CONSERVATION

Hunters and fishermen have been and still are paying most of the financing for fish and wildlife conservation programs. However, all taxpayers contribute a little to the funds that support our public outdoor lands.

The hunter-haters natter on about

the threat hunting poses to wildlife populations. Their solution is as grandly simple as it is naive: Prohibit all hunting. Stop it completely and wildlife will be saved forevermore.

What silly rot! And what dangerous rot.

HUNTERS DEMAND CONTROLS

The wildlife scientist knows that the hunter and the harvest is not the danger. The real danger is environmental destruction. Any time over-hunting becomes a danger, it is the *hunter* who demands a restriction in season or bag limit.

The cold fact is that *regulated harvest*, coupled with other sound management practices, is not detrimental to a wildlife population. The harvest merely replaces the loss to disease, parasites and other natural causes. It results in a healthier, more vigorous population.

The single most important protection needed to perpetuate our wildlife is the *preservation of its habitat*. And it is the hunter who deserves our thanks for acquiring 80 percent of the habitat we have managed to save.

He was the one insisting that the land be acquired for habitat needs. His license fees and special taxes on sport-

(Continued on page 6, col. 1)

A Common Sense Approach To Hunting

(Continued from page 5)

ing equipment paid the bill. And there is no doubt at all that he will lead the fight to save more acres of habitat and to develop them — and in all likelihood save several wildlife species, hunted and non-hunted, from extinction. Hunters and fishermen have been the leaders in every conservation crusade in this country. This is the American the anti-harvest crowd is portraying as the spoiler.

JOB NOT FINISHED

The Endangered Species Conservation Act is now signed into law and is one of the most significant actions our nation has ever taken in an international effort to preserve the world's wildlife. Now that it is law, some associates in the fight think we have finished the job. We have not. We have only put our hands on a tool we need to get on with the job.

There still remains the even more important need to acquire and manage habitat. All the noble legislation in the world cannot help an animal which has no place to live. All life requires a suitable environment.

Not long ago the city news wire tickers in Washington batted out an advisory for photographers. Picture possibilities were promised at a picket line to be set up that afternoon at our Interior Building by protestors coming from New York.

In Washington, as you must know, picketing is now running the cocktail party a close second as the favorite mass recreation.

The pickets showed up and the photographers dutifully recorded them and their signs — "Save Seals" and the like.

What the pickets wanted, as it turned out, was an immediate end to the annual harvest of the northern fur seals on the Pribilof Islands in Alaska.

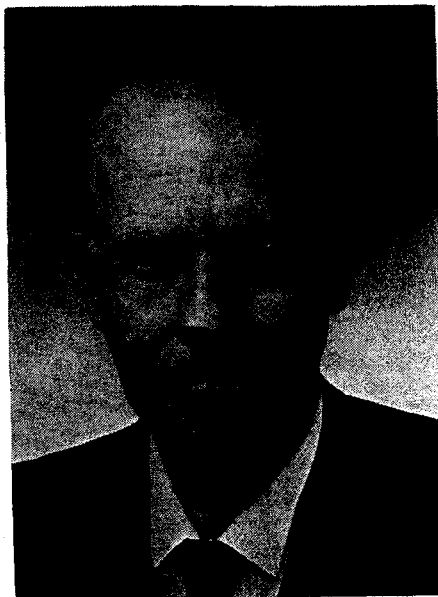
SCIENTIFIC MANAGEMENT

It was a classic example of an emotionally inspired, preposterous theory that animals will be saved if man will only stop killing them.

The brutal facts are that if the United States halted its management program, foreign countries would resume seal killing on the high seas. They stopped taking seals at sea be-

cause, under an international treaty, the signatory countries are guaranteed a fair share of the furs harvested under U. S. supervision on the Pribilofs. Remember, before the nations agreed on the present program, the fur seal was on its way out. Now through scientific management the population has been restored and is maintained at a high level. Truly this is one of the great conservation stories of our times.

When seals were killed at sea it was impossible to predetermine the sex or age of the animals. Many were lost through wounding or sinking. When



Dr. Leslie L. Glasgow

a nursing mother was killed, it sometimes meant slow starvation for her pup left on the rookery, because mothers nurse only their own. No one knows how many fur seals were wasted during the years when they were taken at sea.

CONTROLS ARE VITAL

Further, the colony size must be controlled. If allowed to increase beyond the proper level, disease, parasites and injury take a large toll of young, and in general the entire colony becomes debilitated. This is the very concept that saved not only fur seals but also many other forms of wildlife from extinction.

The front ranks of the environmental movement are filled with hunters who are concerned with more impor-

tant features of the environmental campaign than with merely bagging game.

They are battling for clean rivers and clean air, supporting the creation of wilderness areas, counter-attacking the forest destroyers, testifying at congressional hearings to save wetlands and estuaries, to develop the national park system areas and refuges for rare species, and struggling against the pesticide overkill.

WHAT NEEDS TO BE DONE?

If we are going to meet the challenge of the Seventies, we are going to have to consider the total environment.

Our most urgent need is to institute better land planning through zoning. Imposition of this important nationwide step would slow the rate of environmental degradation, and refined planning would then eventually curtail it. This must be done if we are to leave the earth a satisfactory place for our descendants.

Because the earth has a limited carrying capacity, we must give high priority to the population problem.

We must clean up all forms of pollution. Our hit-or-miss attack must be replaced by a thoroughly systematic approach.

A CONCERTED EFFORT

We must provide more green areas and more parklands for our cities and new methods of financing them. We must acquire wetlands for waterfowl. We must secure our estuaries, and this is only the beginning.

The animal sentimentalists should be motivated to exert their efforts toward saving habitat and improvement of the environment. These are truly worthy causes that will not only prevent the extinction of a species, they will also increase its numbers. Movements based on emotion and minus factual information are always dangerous in the long run.

People must be awakened to the fact that *now* is the time for action. Any delay means a greater prolongation of the period required to put our environment in order.

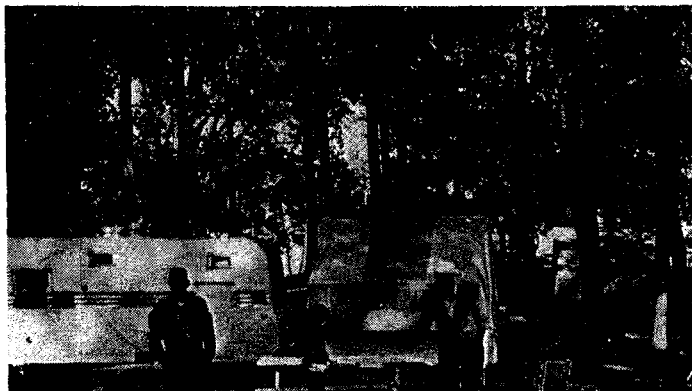
"Go camping with our kids? You must be kidding!"

How often have you heard that statement, reflecting the belief that children and camping don't mix?

But in recent years, more and more families have found that they can be combined — and the more frequently the better, as far as the kids are concerned. Lockheed-Georgia Co.'s camping club, for instance, organized 13 family outings in one year's time.

If your company's camping club has limited itself to "adults only" camping expeditions, you might consider taking a second look at the restrictions — and include the youngsters next time around.

Take Them Along!



Children are always welcome at the campgrounds of the Kohler Co.'s club.

FAMILY 'TOGETHERNESS'

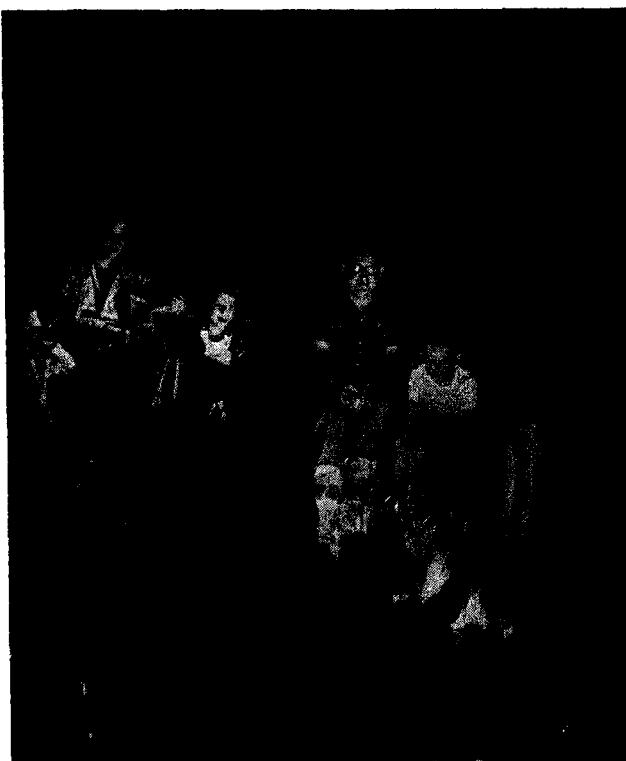
Family camping offers Dad, as well as Mom, the opportunity to share everyday experiences with the children — and both parents have discovered that in some ways traveling with children the camping route is easier than the restaurant-motel route.

Those camping with children for the first time are frequently amazed at how quickly the youngsters adapt to camp life, and how cooperative and agreeable they are simply because they enjoy the freedom and informality of camping.

Camping does allow a great deal of freedom, for after a long day in a car, children are bound to be a bit restless — even rowdy. An evening meal in a restaurant with a bunch of energy-loaded kids can be a real trial!

That evening meal in camp, though, should be no problem. While Mom is fixing the food and Dad is making things secure, the kids can be chasing around burning up some of that energy.

The magic of an outdoor campfire casts its spell over young and old alike, on this campout of the Eli Lilly Campers Club.



Everybody gets into the act, when the family-oriented Lockheed-Georgia camping club plans an outing.

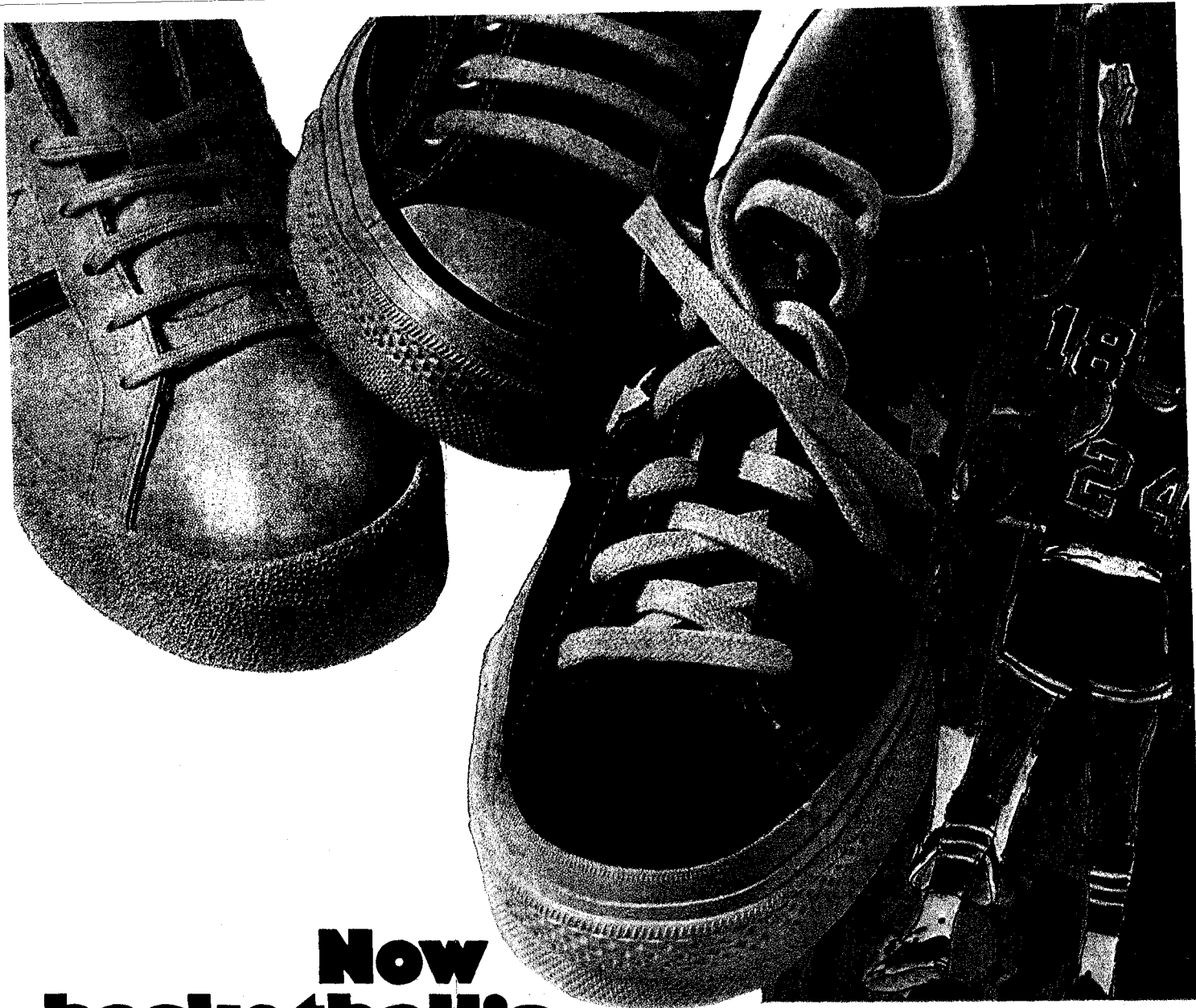
NO HEAD WAITERS!

The meal itself is bound to be more relaxed for everyone when there are no head waiters or waitresses to raise eyebrows amidst the uproar. It's no wonder that family camping has become so popular!

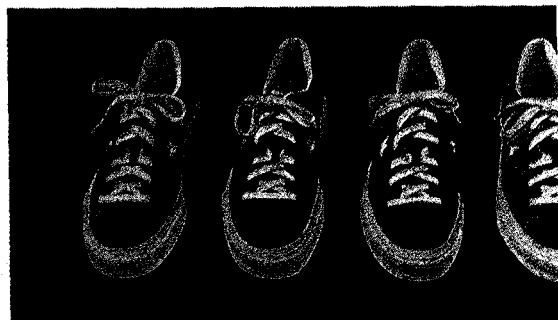
Many campgrounds today have playground areas and equipment for youngsters. State Farm Insurance (Bloomington, Ill.), for example, found a spot that offered swimming, fishing and riding facilities, when their employees' association held its first, ex-

(Continued on page 22, col. 1)





Now basketball's more colorful than ever.



Converse, the athlete's style-setter, creates a new line of All Stars® in 7 team colors, 5 action styles, in suede, leather, and canvas.

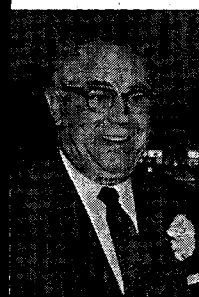
The leader leads again – with the greatest basketball shoe ever. No wonder more high school, college, Olympic, and professional basketball players wear Converse All-Stars. This kind of leadership, this kind of style option, these built-in player advantages are what serious athletes have come to expect from the people who have made basketball their business for 50 years. We're trying hard to supply everyone. Please check with your Converse dealer.



Converse All Stars
selected again for
the 1972 U.S. Olympic
team

NIRA NOTES

P. J. McCarthy, NIRA Board of Directors' member and chairman of 1971's annual Conference, is now associated with the Oak Lawn, Ill., park district.



On September 2 of this year, he assumed the duties of superintendent of parks for this Chicago-area suburb. P. J.'s first job in the recreation field was as park supervisor for the newly established Chicago Park District in 1935. He remained with this park district as assistant director of recreation, and director of recreation until this year — with the exception of one year which he spent in Glenview, Ill., managing the Playdium.

AROUND THE CIRCUIT

Arnold Engineering Development Center, Arnold Air Force Station, Tenn., is introducing an innovation in its deer hunting schedule for employees this year. A special hunt is planned for devotees of the muzzle-loading rifle October 31-November 1, with no quota and a limit of one buck with visible antlers.

Hunting on the AEDC reservation started at the end of August with the opening of the squirrel season. Other game for which special seasons are designated are doves, raccoons, opossums, rabbit, quail and waterfowl.

The California State Amateur (handicap division) championship was won this year by a golfer from Northrop Norair Div., Northrop Corp., Haw-

NIRA NEWSLETTER

thorne, Calif. Ron Puente has played in Northrop's twilight league for the last three years and is currently captain of its Tuesday night division.

Nationwide Insurance Co.'s women's softball team took top honors in the Columbus (Ohio) Industrial Recreation Association recently. It was the second year in a row the Nationwide women have won this championship.

FLASH — Delco Moraine Division of GMC, team #3, from Dayton, Ohio, won the championship in the 21st annual Armco National Invitational Industrial Trapshoot. "High gun" was Kenny Colon, shooting for Inland Mfg. Division of GMC, also of Dayton. Complete details of the shoot will be carried in the November issue of R/M.

It was a busy summer for members of the Georgia-Lockheed Employees Recreation Club. They took 150 youngsters from deprived metropolitan areas to a barbecue at nearby Lake Lanier, sponsored trips to Kennesaw Mountain battlefield, and staged several demonstrations by hobby clubbers.

Motorola golfers in the Phoenix area received some very special awards after their recent summer league play-off tournament. At a dinner and "fun hour" at Saddleback Inn, the usual prizes and trophies were given out — and special awards were made for the following: a sand trap award; foot wedge; 19th hole award; a ribbon for



Art classes are popular with employees at Foster Grant Co., Leominster, Mass. Two apt pupils are Mary Woodward at left, Jackie Mam-mone at right. Recreation director at Foster Grant is Zarmair Shepherd.

the league's best slicer; a ribbon for hitting the most trees; a "never up, never in" award to a member who five-putted a green; and a long ball award to a leaguer who "hit it far, but hits it often."

The Bechtel Employees Club sponsored a novel art show recently. It was open to employees' children and drew more than 100 entries from the ages of three, up to seventeen.

Each of the young artists was awarded a certificate of participation, and entries were on display in the club's lounge for more than three weeks.



Runners-up in the 1970 NIRA Bridge Tournament went to two women who are members of the bridge club at Delco Products Div., GMC. Mrs. Helen Nealon (left) and Mrs. Letha Trimbach (right) display their second-place trophies. At far left is Hugh Knott, recreation director at Delco — at right is James Childress, president of the bridge club.

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Bat of the Champions

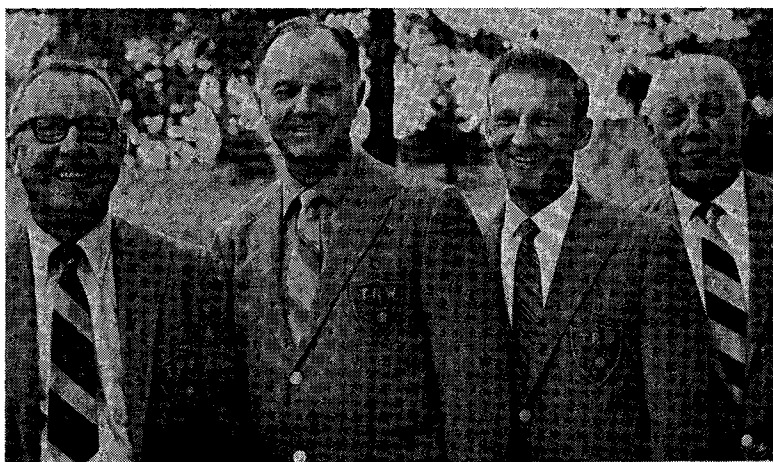
Since 1884



TRW WINS GOLF TOURNEY

Teeing off (above) for his first round of play at Mayfair Country Club is Dennis Murphy, top medalist in the tournament, who completed this day of play with a record-breaking 64.

The winners, (at right), and still champions — for the third, consecutive year — is this smiling team from TRW. From left to right are Mike Distransky, Ted Betley, Mike Such and Joe Golob.



Individual medalist honors went to Bion Murphy, left, in B division — Dennis Murphy at right, A division winner.



Team #2 from Champion Paper took first place in B division. Team members are H. B. Grimes, Bob Johnson, Eldon Lenhoff and Bill Swinney.



Accepting an award to Ray Detrick, founder of the tournament, are Bill Bebout, far left, and Chuck Bloedorn. At right are Dick Wilsman, tournament chairman, and Martha Daniell, NIRA president.



Martha Daniell presents the Par award for shot closest to the pin, to Jim Pappas.



Trophies were also awarded in the management tournament, held at nearby Seven Hills C.C. Winners are John Pavich — and Maurice Selzer and John Holzapel, tied for second.

For the third consecutive year the team from TRW, Inc., in Cleveland, took first place in the A division of the National Industrial Golf Championships, gaining permanent possession of the W. W. Sebald trophy.

More than three hundred golfers participated in this 25th annual tournament held at the Mayfair Country Club, Uniontown, Ohio, on August 22 and 23.

In an exciting finish, TRW trailed the team from Mosler Safe Co., Hamilton, Ohio, by one stroke at the end of the first round. They came back the next day to finish the tournament with a 585, six strokes ahead of the second place team, Firestone Tire and Rubber Co., Akron, Ohio, who scored 591.

Mosler dropped to third with 592, while National Cash Register, Dayton, Ohio, and Wright-Patterson Air Force Base, also of Dayton, tied for fourth place with scores of 601.

Members of the winning TRW team were Joe Golob, Mike Such, Ted Betley and Mike Distransky.

Champion Papers team #2 from Hamilton, Ohio, made a real come-

back the second day of the tournament to take top honors in B division with a 623. At the end of the first day's play, they were ten strokes back and tied for ninth place — twenty-four hours later they had won the Class B championship!

Second place winners in B division were members of team #2, Dayton Power and Light, Dayton, Ohio, who finished with 634.

Third place went to Grimes Manufacturing Co., Urbana, Ohio, with a 641 score. Vapor Corp., Niles, Ill., had a 642 which placed them fourth — and Standard Register's team #1, Dayton, Ohio, took fifth place with 645.

TOP MEDALISTS

It was a great day for the Irish — particularly those named Murphy — in individual play, for two men named Murphy were top division medalists in the tournament.

In A division, Dennis Murphy, Firestone Tire and Rubber Co., shot 64 — six under par 70 — to set the

West course record at Mayfair. He also holds the East course record from a previous tournament.

On his second round he shot an even par-70, finishing with 134, six under par. His record-breaking first round included seven birdies, one eagle, a bogie, double bogie, and eight par holes.

Another Murphy — this one named Bion — from the Vapor Corp., was top medalist in B division with a 71 and 73 — a total of 144, four over par.

A trophy for the shot closest to the pin was awarded by *Par* magazine to Jim Pappas, Eastman Kodak Co., Rochester, N. Y., whose drive on the 11th hole of Mayfair's West course landed 36-1/2 inches from the pin.

John Pavich, B. F. Goodrich Co., Akron, Ohio, won the Management Tournament with a 66 on the Seven Hills Country Club course. Just behind him with identical scores of 67 were Maurice Selzer, Atlantic Richfield Co., East Chicago, Ind., and John

(Continued on page 22, col. 1)

25th ANNUAL NATIONAL INDUSTRIAL GOLF CHAMPIONSHIPS

Sponsored by NIRA

August 22-23, 1970 — Uniontown, Ohio

Class A Division

Team	Score
1. TRW, Inc., Cleveland, Ohio	293-292-585
2. FIRESTONE TIRE & RUBBER CO., Akron, Ohio	296-295-591
3. MOSLER SAFE CO. #1, Hamilton, Ohio	292-300-592
4. NATIONAL CASH REGISTER, (tie), Dayton, Ohio	303-298-601
4. WRIGHT-PATTERSON AFB #1, (tie), Dayton, Ohio	302-299-601
6. EASTMAN KODAK, Rochester, N. Y.	306-298-604
7. GOODYEAR AEROSPACE, (tie), Akron, Ohio	313-296-609
7. MANUFACTURERS LIFE INSURANCE, (tie), Toronto, Ontario, Canada	302-307-609
9. RADIO CORP. OF AMERICA, Findlay, Ohio	313-303-616
10. GOODYEAR TIRE & RUBBER, Akron, Ohio	315-302-617

6. ATLANTIC RICHFIELD #2, East Chicago, Ind.	311-336-647
7. CONVEY-ALL CORP., (tie), Mansfield, Ohio	318-330-648
7. MONSANTO RESEARCH #2, (tie), Miamisburg, Ohio	319-329-648
7. MOTOROLA, INC. #1, (tie), Franklin Park, Ill.	324-324-648
10. CHAMPION PAPERS #1, Hamilton, Ohio	332-320-652

Class A Division Medalists

1. DENNIS MURPHY, Firestone Tire & Rubber, Akron, Ohio	64-70-134
2. MIKE SUCH, TRW, Cleveland, Ohio	69-71-140
3. DON LEEDOM, National Cash Register, (tie), Dayton, Ohio	71-71-142
3. JOE URSO, Mosler Safe Co., (tie), Hamilton, Ohio	68-74-142
5. BOB BROWN, Goodyear Aerospace, Akron, Ohio	73-70-143

Class B Division

1. CHAMPION PAPERS #2, Hamilton, Ohio	321-302-623
2. DAYTON POWER & LIGHT #2, Dayton, Ohio	311-323-634
3. GRIMES MANUFACTURING CO., Urbana, Ohio	317-324-641
4. VAPOR CORP., Niles, Ill.	320-322-642
5. STANDARD REGISTER #1, Dayton, Ohio	315-330-645

Class B Division Medalists

1. BION MURPHY, Vapor Corp., Niles, Ill.	71-73-144
2. DAN LUCKENBILL, McCall Corp., Dayton, Ohio	72-80-152
3. ELDON LENHOFF, Champion Papers, (tie), Hamilton, Ohio	79-74-153
3. BOB TORLINA, Grimes Mfg. Co., (tie), Urbana, Ohio	74-79-153
3. RON TILLERY, Olin Works, (tie), East Alton, Ill.	77-76-153

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I represent an organization which might assemble 100 people or more for foreign travel.

My name is _____ Address _____

City _____ State _____ Zip _____ Phone _____

Name of my organization _____

Also, it might just help to contact the organization officer indicated below: (Approx. no. of people in local organization)

Officer's name _____ Address _____

Destination _____ Departure Date _____

Taking their cue from golfers, bowlers and shooting sportsmen, snowmobilers are beginning to organize into clubs for both social and practical reasons.

Club members often express the same thought — at first snowmobiling was great fun, then the thrill began to wear off a little — but after joining a club, the sport became twice as much fun as it was when first discovered.

Many snowmobile clubs have a loose organization with a special outing the only occasion for getting together. Others are the epitome of formal organization with adhered-to bylaws, regular meetings throughout the year, and clubhouses.

CLUBHOUSE HELPFUL

When a club can arrange for the use of a clubhouse, it usually acts as a catalyst, increasing member interest and upgrading the organization.

Clubhouses are often rustic farmhouses or converted barns in close proximity to snowmobile-use areas.

Snowmobile clubs are often more than just social groups, however. They are working at creating an image of responsibility by sponsoring safety training programs and legislative information sessions for themselves and for young snowmobilers.

Additionally, these groups are working hard to promote the use of machines for public service. Many clubs have been lauded for the services performed by members during emergency weather situations or in tragedies such as private airplane crashes or lost hunters.

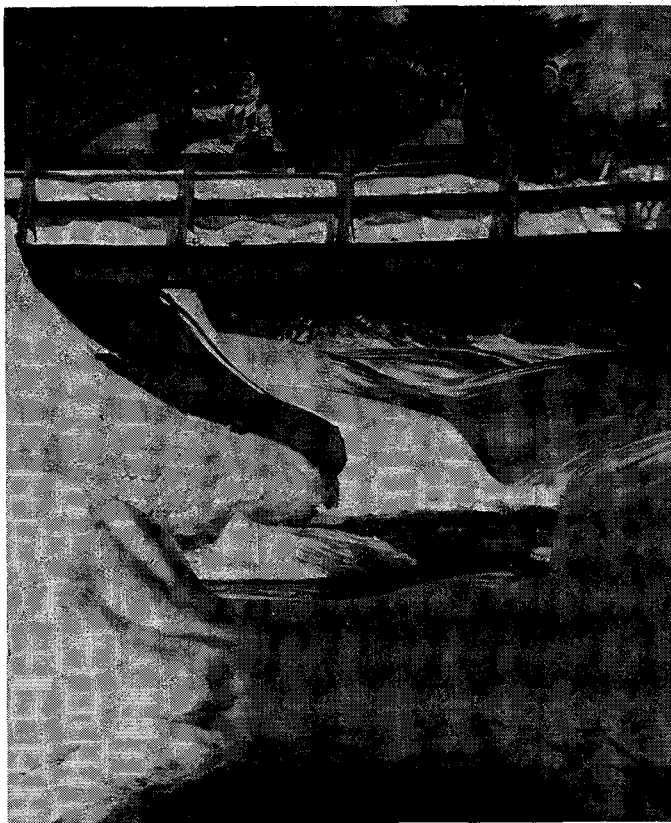
One snowmobile manufacturer — the maker of Ski-Doo snowmobiles — has even set up a program named after the inventor of the machine — the J. A. Bombardier Public Service Award — to honor snowmobilers who use their machines for the public good.

The Oneida, Ltd., snowmobile club in Sherrill, N.Y., the Silver City Sno-Birds, stresses public service in its program for members — and has set up a safety and emergency committee to assist the local police department with complaints and snow emergencies.

PURPOSE OF CLUB

This organization was formed last year for the purpose of promoting safe, courteous, wise and lawful use of the snowmobile as a means of individual and family recreation.

From 88 original members, the Silver



"Follow the leader" takes snowmobilers through some beautiful terrain as well as more rugged territory.

SNOWMOBILE CLUBS—FOR FUN, SERVICE

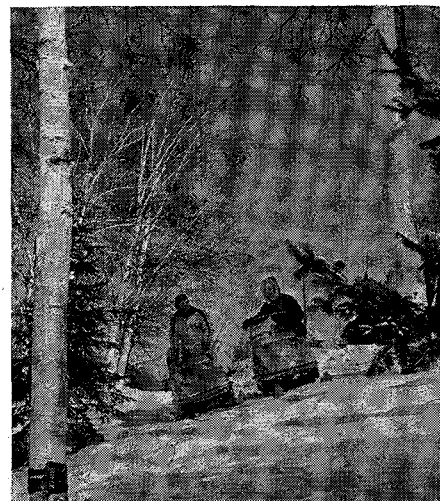
City Sno-Birds has grown to its present size of 235 members.

It has made a concerted effort to educate younger members in the proper and sportsmanlike use of snowmobiles.

For example, the club conducted a clinic for a group of Boy Scouts last year, to prepare them for a weekend of trail riding. The Scouts were taught how to handle a snowmobile, proper signaling and how to maintain the machine and make minor repairs.

The Sno-Birds also assisted a group from the local branch of the National Guard, transporting them to their outdoor rifle range for a winter outing. All supplies and equipment also had to be carried in by snowmobiles.

Service projects they have undertaken
(Continued on page 14, col. 1)



Winter is a magic season, when viewed from behind the wheel of a snowmobile while blazing a trail.

SNOWMOBILE CLUBS

(Continued from page 13)

include marking off the greens on the company's golf course, constructing bridges, and mapping trails in the area.

Other activities offered by snowmobile clubs can range all the way from providing areas of summer storage for member's machines to lobbying for legislation friendly to the snowmobiler.

Snowmobile owners are beginning to encounter the same problem that exists for golfers and boaters — not enough room for everybody to enjoy the sport.

Many clubs are working toward opening up of public park and recreation land to snowmobiles — getting permission to use open company or other private land — and developing land already open to snowmobiles into interesting trail systems, similar to the bridle paths used by horseback riders.

JUST FOR FUN

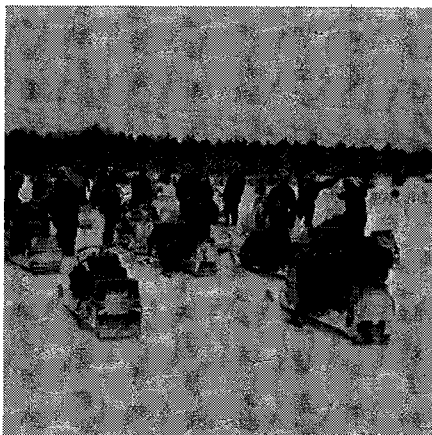
Snowmobilers take time out for fun, too, and a club can organize a variety of activities to appeal to its members.

Races are always exciting, and novelty ones can be introduced such as slalom, broom ball or drag racing.

A snowmobile safari usually proves popular with club members, and can include an interesting trail ride plus a cookout.

Weekend trips, such as the ones organized by the Oneida, Ltd., club have proved popular. Fifty members of the Sno-Birds spent weekends at a lodge in the Adirondack mountains last year, enjoying some spectacular trail riding.

A snowmobile club can easily organize a display of machines and equipment for its members and other company people who might be potential members. More than 500 people attended the show arranged by the Sno-Birds, at which 16 dealers displayed 42 snowmobiles, as well as trailers and other equipment.



The Silver City Sno-Birds from Oneida, Ltd., take a break while trail riding in the Adirondack mountains.

Principally, snowmobile clubs are a way of acquainting new machine owners with their new-found sport, and giving snowmobilers an opportunity to enjoy their winter pastime together.

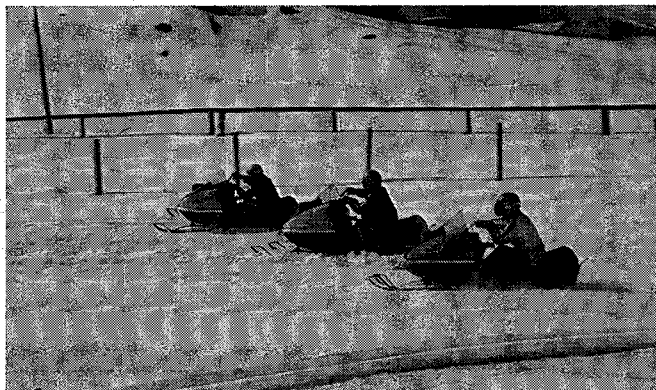
As one club member expressed it, "It's great to get on a snowmobile and get off by yourself in the winter wilderness, but it's amazing how much more enjoyable the sport becomes when you can get together with people of similar interests to enjoy snowmobiling."

BROAD APPEAL

Many companies are discovering, too, that snowmobile clubs attract employees who otherwise do not participate in the traditional, organized sports such as bowling and golf.

Membership in snowmobile clubs is usually made up of employees from management and all levels of the company, contributing towards better employee relations.

Snowmobiling is providing an activity that all employees — and their families — can enjoy together.



Races are a popular activity for members of industrial snowmobile clubs.

FORECAST FOR HUNTING SEASON

The first hunting season in the new decade promises to be as good as any during the 1960s, for all game species are reported to be in good-to-excellent supply on a national scale, according to Winchester-Western's conservation department.

A relatively mild winter through much of the nation last year, a good carryover of breeding stock and good spring weather conditions have combined to build high game supplies in almost every state.

Some of the best news comes from South Dakota, where the ringnecked pheasant is recovering from the severe winter of 1968-69, and expectations are that the pheasant season will be the best one since 1964.

GROUSE HUNTING GOOD

Ruffed grouse are on the upswing in much of the range, with excellent hunting prospects in Minnesota and Wisconsin. Most of the Northeast and the Appalachian area have good grouse prospects.

Bobwhite quail hunting is rated good-to-excellent by game biologists in the key southern and southeastern states.

The cottontail rabbit, bulwark of American hunting, is in good-to-excellent supply in every eastern state except Tennessee and Maine.

Nationally, deer remain at high levels. Mule deer hunting is expected to be good-to-excellent in the West, and whitetails are in excellent supply in almost all of their range.

Elk look even better than last year, and all the major elk states but Washington report good-to-excellent prospects.

WESTERN OUTLOOK

This is also a year for western shotgunning. Sage grouse are in excellent supply in Idaho and Montana, and in good numbers in Utah, Colorado and Wyoming. Sharptail hunting will be good-to-excellent in North and South Dakota, Montana and Idaho. Chukar partridge prospects are excellent in California, Wyoming and Idaho.

Generally, the coming season holds exciting prospects for almost every type of hunting, and wildlife authorities from coast to coast are urging hunters to take advantage of this year's bumper game crop.

NEWS ROUNDUP

FROM THE WORLD OF RECREATION

ENVIRONMENT

NOISE POLLUTION is no longer a problem in Bavaria at Hoenebauer Lake. Instead of noisy power boats towing water skiers, the ingenious Germans have devised a noiseless, electrically powered cable that does the job.

ARCTIC ENTERPRISES, Inc., manufacturer of snowmobiles, has made a grant of \$10,300 to the University of Minnesota to study the importance of snow cover to the ecology, and the effect snowmobile use has on that cover.



A miniature snowmobile, symbolic of the ecology research grant made to the University of Minnesota by Arctic Enterprises, Inc., is presented to Owen Marshall, member of the University's research team that will conduct the year-long study. At right is Lowell T. Swenson, president of Arctic.

THE LEGAL SIDE

WITH THE MAZE of confusing and often conflicting firearms' laws sportsmen have had to cope with in recent years, it's not surprising that some shooters do not understand the regulations about shipment of firearms needing repairs.

Contrary to what many people believe, any owner of a firearm can mail his gun directly to the manufacturer for repairs, without having to consult a licensed dealer. Once repaired, the gun will be returned directly to its owner.

MOST AMERICANS moving from one state to another can still take their guns with them according to the Inter-

nal Revenue Service. The firearms do not have to be shipped through movers, dealers or other shippers, the IRS said.

The Gun Control Act of 1968 and a related statute, Title VII of the Omnibus Crime Control and Safe Streets Act, does make it unlawful for certain persons such as felons, fugitives from justice, narcotics addicts and mental defectives to transport firearms across state lines.

However, these provisions do not interfere with the average hunter, sportsman or gun owner taking his firearms to another state either permanently because of a change of residence, or temporarily, such as on a hunting trip.

Gun owners moving into a different state should check with the appropriate authorities on any state or local ordinances governing the ownership or possession of firearms, the IRS advised.

TRAVEL

WALKING TOURS on tape are being offered by Pan Am to European travelers. As tourists visit various sites, the tape guides tell them the history of the area and suggest shops, restaurants and night spots to be visited.

Two walking tours are offered in London, Paris and Rome. Tapes for car tours of southeast England and Versailles and Fontainebleau are also available.

Tour tapes are sold for \$2.95—a cassette tape recorder for \$19.95.

FILMS AND BOOKS

HANDY SOURCE of places to hunt this fall and winter is the 1970-71 "North American Shooting Preserve Directory." It lists more than 450 preserves in the U. S. and Canada that are open to the public on a fee basis.

The Directory is available at no charge, from the National Shooting Sports Foundation, 1075 Post Road, Riverside, Conn. 06878.

"SAN JUAN Spectacular" is the
(Continued on page 16, col. 2)

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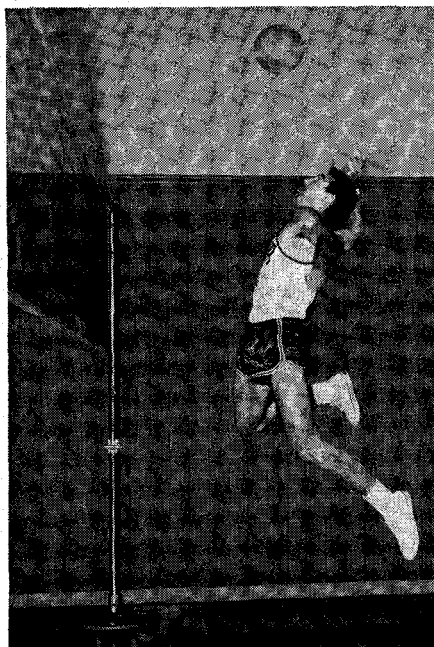
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NEWS ROUNDUP

(Continued from page 15)

title of the newest bowling film available from the free lending library of the American Bowling Congress. The movie deals with the U. S. teams that participated in the fifth American zone championships of the Federation Internationale des Quilleurs last November.

The ABC has 18 other films available at no cost. For further information, contact the ABC, 1572 East Capitol Drive, Milwaukee, Wis. 53211.

ADDISON-WESLEY PUBLISHING CO., Reading, Mass., has recently published "Sport and American Society: Selected Readings."

It covers such areas as the heritage of sport in America, sport and the school society, sport and social status, socio-economic dimensions of sport, personality and sport, race and sport, women and sport, and sport and society. Cost of the book is \$4.95.

"ARCHERY, AN INTRODUCTION" is a new instructional film for beginning archers. It features slow motion action and close-ups to illustrate correct shooting procedures.

The 16-minute color-sound film is available for a loan charge of \$5 from Ben Pearson Film Library, 421 North Altadena Dr., Pasadena, Calif. 91107

PLACES & EVENTS

A **TELEVISION BULLETIN** board is now in use at Sylvania Electronic Systems, Waltham, Mass., to transmit messages and plant news to employees. Information is hand-lettered on 3" x 5" cards which are placed on a revolving drum in front of the television camera. Employees are also paged through this device.

Management says employee notices are more numerous than official plant bulletins, which makes for greater acceptance of all messages.

NEW YORK CITY this fall launched its first Zoo-Mobile, a miniature zoo on wheels. This 35-foot-long

trailer is built to house small animals and contains tortoises, raccoons, monkeys, rabbits, toads, a boa constrictor, turtle, iguana, myna bird, paca, pigmy goat and guinea pig.

The Zoo-Mobile is a prototype for a series of mobile units planned to bring recreation programs and facilities to all children in New York City.



Mayor John V. Lindsay of New York City, (at left), attended the dedication of the city's first Zoo-Mobile, a miniature traveling zoo.

RECENTLY APPOINTED as commissioner of the New York Department of Parks and Recreation is Sal J. Prezioso, former president of the National Recreation and Park Association. Willard Brown is acting president of the NRPA until a permanent successor to Dr. Prezioso is appointed.

ONE NEW YORK firm has now added culture to its list of employee benefits. Geigy Chemical Corp. has made arrangements with the Whitney Museum of American Art to give its 2,000 employees free entrance to exhibits, rather than paying the usual one dollar fee.

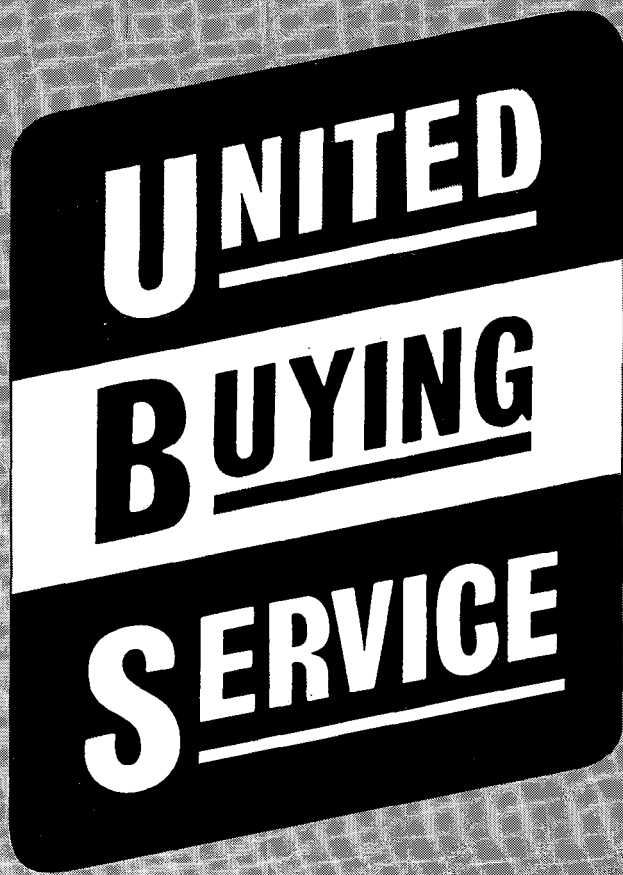
This was made possible by a grant made by the company to the museum.

FOR FUN

The company was reclassifying jobs by sending out a questionnaire to all employees. When the elevator operator received his, he had no trouble answering all the questions except, "How much time do you spend at each of your various duties?"

After much pondering, he answered, "Up, 50%. Down, 50%."

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Today UBS not only provides new cars at substantial savings, but the same kind of savings on practically every household appliance made: on carpeting and many other major items for the home. Substantial savings even for group and charter travel.

In one capacity or another UBS is now serving most major industrial and commercial institutions and/or organizations in both the United States and Canada.

UBS is unique in many ways. For one — it costs nothing to join. There are no membership fees, no minimum purchasing requirements, no charges of any sort. Its sole function is to utilize its **collective buying plan** to save you money.

UBS is a service that every recreation director should make available to his co-workers. And it's as simple as writing a postcard. For complete information, write: UNITED BUYING SERVICE INTERNATIONAL CORP., 1855 BROADWAY, NEW YORK, N. Y. 10023 (tel: 212 LT-1 9494)

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UNUSUAL HOBBY OF SCOVILL OFFICER



Malcolm Baldrige

A member of the board of directors of the Rodeo Cowboys' Association is also a board member of one of the nation's largest companies and its chief executive officer as well — Malcolm Baldrige, president of Scovill Manufacturing Co.

The unusual hobby of steer roping results in Baldrige's leading almost a double life, for he arranges his vacations each year to attend roundups and rodeos in California, Colorado, New Mexico and Texas.

The event he favors most is called "Dally Team Steer Roping," in which his partner, "the header," lassoes the animal's

horns while Baldrige acts as "heeler," roping the steer's hind legs.

Last winter Baldrige and his partner, Jack Roddy, placed third at the National Western Rodeo in Denver. He is currently the fifth-ranking steer roper in the country.

His interest in roping began as a boy when he lived in a ranching area in Nebraska — and he turned pro five years ago after twelve years as an amateur.



Malcolm Baldrige, president of Scovill Manufacturing Co., (at left), loses his hat as he prepares to "heel" a steer by roping the two hind legs. The "header," Ron Poindexter (at right) has just roped the horns and is turning his horse to the left so Baldrige can throw at the heels. The team roped this steer in 9.8 seconds last year in Chowchilla, California.

JUDGES DEBATING SELECTION OF MISS INDUSTRIAL RECREATION

Blonde, brunette or redhead? Where will she be from? Is she tall and stately, or short and vivacious?

The identity of Miss Industrial Recreation will be known soon, for as *Recreation Management* goes to press, a distinguished panel of judges is determining who will hold this title for 1970-71.

Chairman of the judges' committee is Leo Rotelli, who has served as art director of *Recreation Management* for the past 12 years. He is president of Rotelli Advertising, Chicago, and an ex-officio member of the board of directors of the Artists Guild of Chicago.

Assisting him in making this difficult decision are:

Nancy Gentile, International Bunny Director for Playboy Clubs International;

Jeanne Gumm, account supervisor for Daniel J. Edelman, Inc., a public relations firm that includes among its accounts the sponsors of the Miss America pageant telecast;

Pat Krochmal, reporter and special feature writer for *Chicago Today*, city desk;

Henry A. Scheafer, account executive, Compix division, United Press International in Chicago, judge of the Miss Chicago Photo Flash contests, veteran news photographer;

Barbara Weathers, feature editor of *NHFA Report*, published by National Home Furnishings Association, and former fashion and food editor for *Birmingham News*;

And Louis M. Weiss, creative head of Design Direction for Creative Communications of Chicago.

The decision of these capable judges will be announced in the November issue of *Recreation Management*.

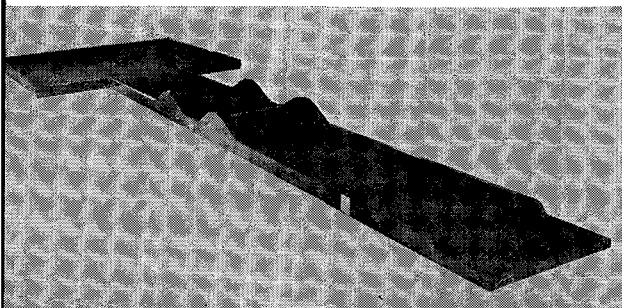


Julia E. Thompson, secretary at Lockheed Missile and Space Co., has reigned as Miss Industrial Recreation for the past year. Her successor, and runners-up for the title, will be named in the November issue of *Recreation Management*.

NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606.** Refer to the product by number.

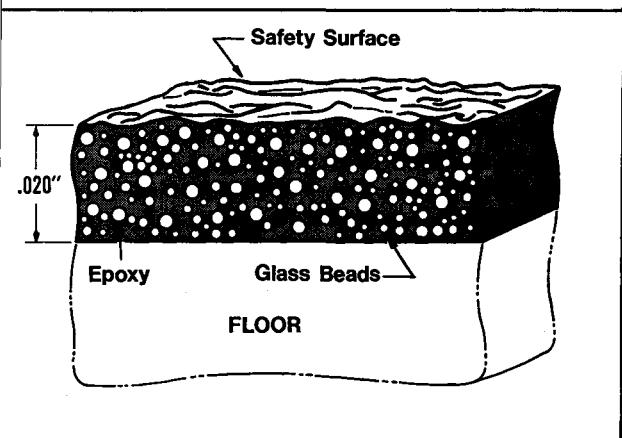
Prefab' Golf



An adaptable instant-golf facility is available for indoor or outdoor use from Wittek Golf Range Supply Co., Inc. It is easily installed by assembling pre-formed carpeted panels and side rails. Interchangeable sections, some with built-in obstacles, permit custom layout.

Write for information on No. 113.

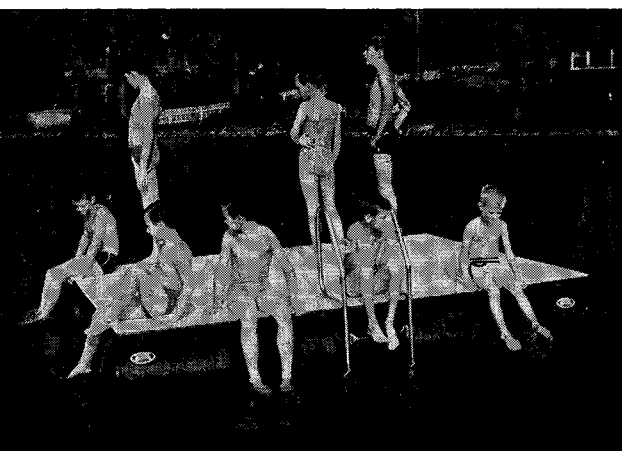
Safety Flooring



An economical roll-on safety flooring that can be applied over almost any surface has been introduced by a California firm. Called Safety-Deck, the material contains graded glass beads bonded with epoxy, is applied with a roller.

Write for information on No. 114.

Pontoon Float



A new 8' x 10' pontoon raft has been introduced that is almost impossible to tip over, says its maker. The 20" diameter galvanized steel pontoons used to float the platform are virtually rustproof, it is claimed. Accessories available are diving board, three-step boarding ladder and aluminum deck trim.

Write for information on No. 119.

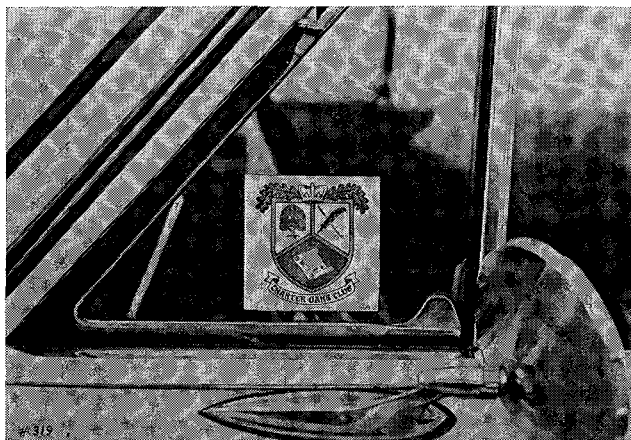
Golf Ball Washer Attaches to Cart

According to its manufacturer, the Waukee-Washer is easily attached to any golf cart and will wash golf balls clean while the cart is being pushed on the course.

Write for information on No. 115.



Custom Designed Decals



Waterless window decals, distinctively designed for the membership of any recreational facility, can be applied to car windows to make monitoring of parking areas easier.

According to the manufacturer, these pressure sensitive decals are fade resistant and will not peel, scratch or deteriorate.

Write for information on No. 118

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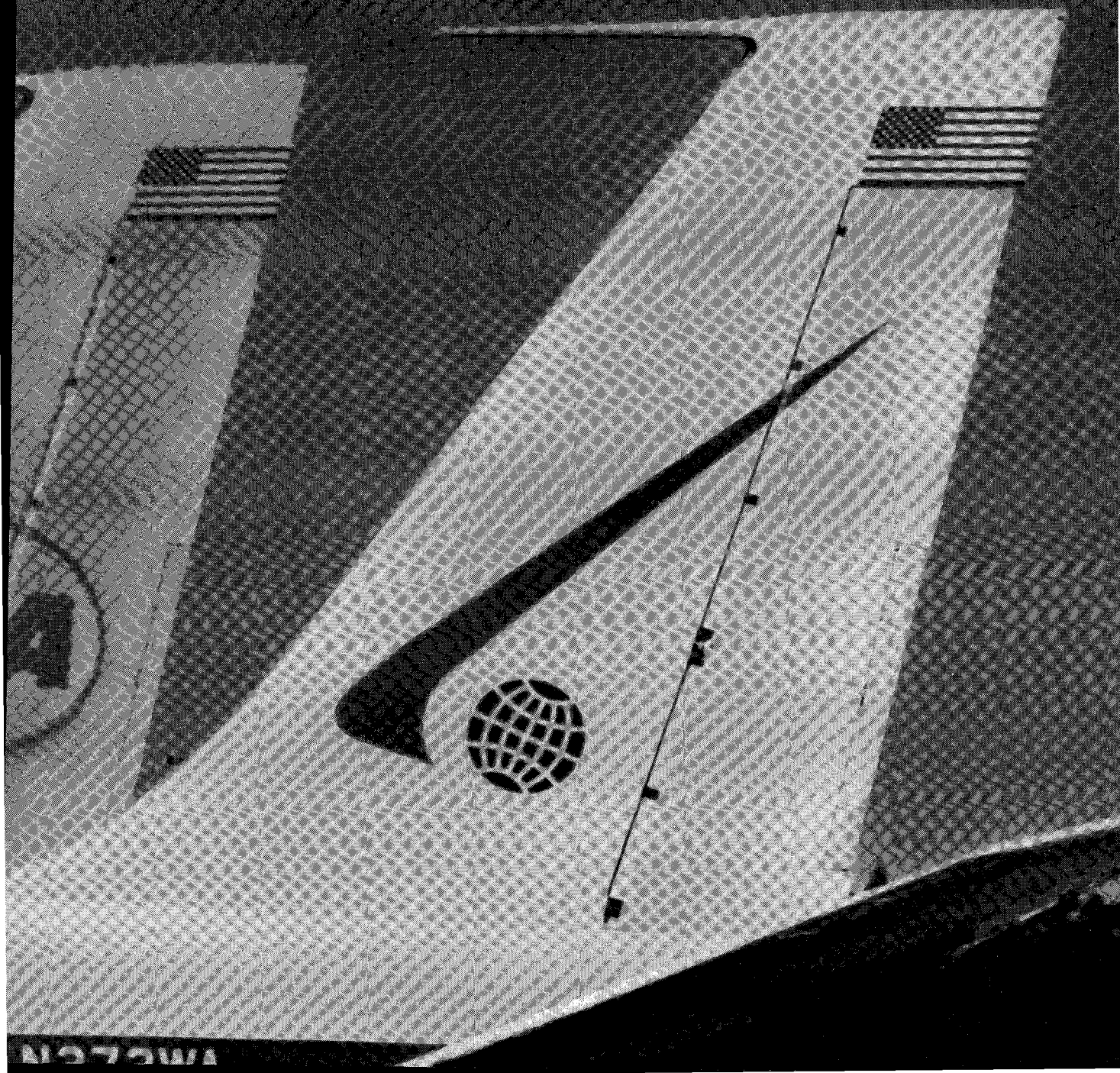
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POSITION WANTED

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TRW WINS

(Continued from page 11)

Holzapel, Pittsburgh Plate Glass Industries, Barberton, Ohio.

Low gross honors in the Management Tournament went to Stan Tatol, Frigidaire Division GMC, Dayton, Ohio, for a 70 on the par-72 course.

A special award was presented honoring Ray Detrick who founded the tournament 25 years ago, in appreciation of his interest and devotion and guidance over the years.

Directing the tournament were Richard Wilsman, S. C. Johnson and Son, Racine, Wisc., and Bill Bebout, Goodyear Tire and Rubber Co., Akron, Ohio.

TAKE THEM ALONG!

(Continued from page 7)

perimental family campout recently.

Even if the campsite you select has no special playground facilities, there's always plenty of open space for running and "rough-housing."

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Views about Recreation

(Continued from page 4)

involving hunting, riding and feats of strength and skill. The next significant development occurred during the Greek era.

Around 500 to 400 B. C. in Greece, education was believed to be best accomplished through recreational means such as drama, dance and the arts. Additionally, sports and cultural pursuits were encouraged as well as large social events and feasts.

Extremely significant to today's recreation profession are the attitudes toward work and recreation recorded by the Greek philosopher, Aristotle, who stated, "Nature requires us to work well, but idle well . . . leisure is preferable to work, it is the aim of all work." The division of classes and use of leisure almost exclusively by nobility, however, continued and led to bitter differences between the classes in ancient Greece.

As Grecian influence declined, the Roman empire developed (70 B. C. to 700 A. D.), one of the ugliest periods in the history of recreation. There was a tremendous interest in tests-of-strength, courage and skill as spectator sports with malice. Toward the end of this era, recreation was exploited in front of millions of people as a Roman thirst developed for bloody sport that pitted man against man, and man against beast until the death of either or both resulted. This practice continued until the fall of the Roman Empire and the beginning of the Middle Ages.

This brief summary has indicated significant happenings in recreation from the beginning of man to the Middle Ages, and so the influence of current attitudes drawn from this period is that recreation has been used as a tool, and at times very offensively. Recreation in early days was only for a specific group — nobility — while the peasants endeavored to keep alive by working the soil. Recreation can be ugly if it appeals to man's bizarre needs as in Roman days. But also important is that recreation in some form has existed since man's beginning, and that Aristotle foresaw recreation as a goal of all work, an activity man would pursue. He also pointed out that man would need recreation to divert his tension and pressures from the job to peaceful existence through leisure activity.

How, then, did recreation change from a "class" activity to an activity today in which all people participate?

An outline of recreation from the Middle Ages through the Industrial Revolution will provide interesting insight to this question in the November issue of **Recreation Management**.

Michael A. Fryer
Executive Director

When organizing family outings for your camping groups, there are a few things to remember that will make camping with children more fun.

1. Don't plan to spend too many hours on the road in any one day. Children can stand just so much confinement, and when they reach the restless stage, everybody suffers.

2. On extended trips, make sure each family takes along new games and toys to bring out at trying moments. Alert parents to interesting sights on your route that they can point out to the children to keep them interested in the passing scene.

3. Changes in local water can sometimes upset children, so suggest that for small ones it's best to bring water

from home or let them drink other things. For older children, adding lemon or lime juice (no sugar) to the local water will keep them from leaning too heavily on super-soft drinks.

4. If very young children will be traveling in your "caravan" suggest that parents bring along folding playpens. A large sheet of mosquito netting can be thrown over the playpen, and it will serve as a play area during the day and a crib at night.

5. Plan a short, experimental trip — perhaps a week-end jaunt — before organizing an extended journey for family campers. Let parents and youngsters alike develop a "feel" for camping before they undertake a longer trip with a company group.



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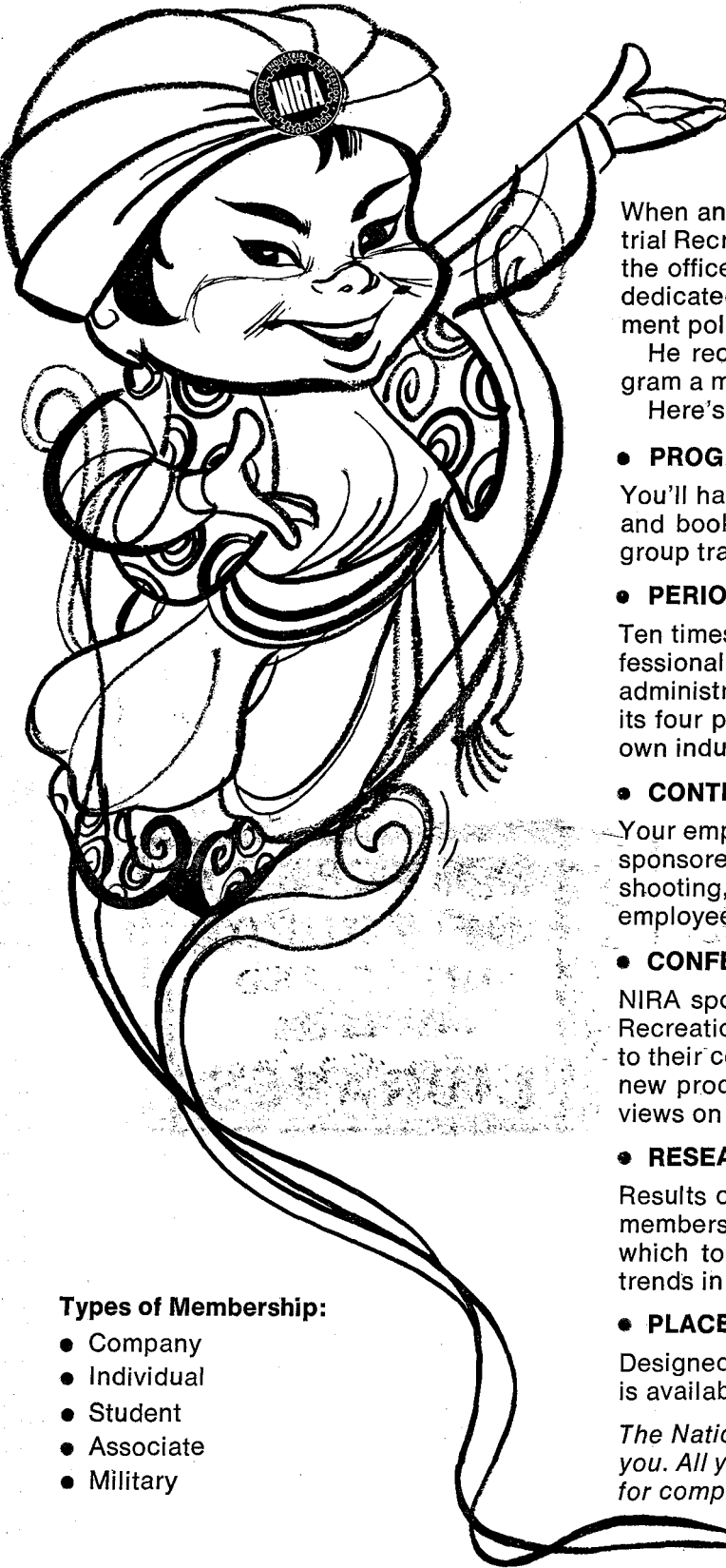
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• RESEARCH

Results of regular surveys conducted by NIRA are made available to members — giving the recreation director a valuable standard against which to measure his own program, and pointing the way to new trends in employee recreation.

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A Charter for Leisure

PREFACE

Leisure time is that period of time at the complete disposal of an individual, after he has completed his work and fulfilled his other obligations.

Leisure and recreation create a basis for compensating for many of the demands placed upon man by today's way of life. More important, they present a possibility of enriching life through participation in physical relaxation and sports, through an enjoyment of art, science, and nature. Leisure is important in all spheres of life, both urban and rural. Leisure pursuits offer man the chance of activating his essential gifts (a free development of the will, intelligence, sense of responsibility and creative faculty). Leisure hours are a period of freedom, when man is able to enhance his value as a human being and as a productive member of his society.

Recreation and leisure activities play an important part in establishing good relations between peoples and nations of the world.

ARTICLE I

Every man has a right to leisure time. This right comprises reasonable working hours, regular paid holidays, favorable traveling conditions and suitable social planning, including reasonable access to leisure facilities, areas and equipment in order to enhance the advantages of leisure time.

ARTICLE II

The right to enjoy leisure time with complete freedom is absolute. The prerequisites for undertaking individual leisure pursuits should be safeguarded to the same extent as those for collective enjoyment of leisure time.

ARTICLE III

Every man has a right to easy access to recreational facilities open to the public, and to nature reserves by lakes, seas, wooded areas, in the mountains and to open spaces in general. These areas, their fauna and flora, must be protected and conserved.

ARTICLE IV

Every man has a right to participate in and be introduced to all types of recreation during leisure time, such as sports and games, open-air living, travel, theatre, dancing, pictorial art, music, science and handicrafts, irrespective of age, sex or level of education.

ARTICLE V

Leisure time should be unorganized in the sense that official authorities, urban planners, architects and private groups of individuals do not decide how others are to use their leisure time. The above-mentioned should create or assist in the planning of the leisure opportunities, aesthetic environments and recreation facilities required to enable man to exercise individual choice in the use of his leisure.

ARTICLE VI

Every man has a right to the opportunity for learning how to enjoy his leisure time. In schools, classes, and courses of instruction, children, adolescents, and adults must be given the opportunity to develop the skills, attitudes, and understandings essential for leisure literacy.

ARTICLE VII

The responsibility for education for leisure is still divided among a large number of disciplines and institutions. In the interests of everyone and in order to utilize purposefully all the funds and assistance available in the various administrative levels, this responsibility should be fully coordinated among all public and private bodies concerned with leisure. The goal should be for a community of leisure. In countries where feasible, special schools for recreational studies should be established. These schools would train leaders to help promote recreational programs and assist individuals and groups during their leisure hours, in so far as they can without restricting freedom of choice. Such service is worthy of the finest creative efforts of man.

R/M reprints
the text of a
Charter for
Leisure, developed by the
International Recreation Ass'n . . .



Recreation Management

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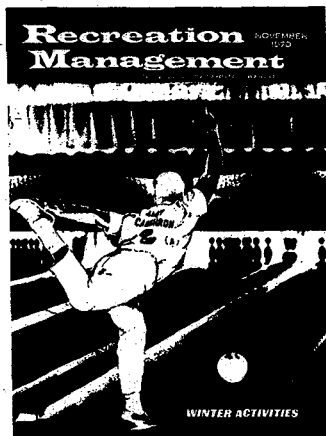
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ABOUT OUR COVER



Junior bowler Andy Caughron is caught in a "striking" pose. For details on organizing a junior bowling program, see page five. The new look of R/M's cover this month is a process called "line resolution," which contains continuous tones resolved into pure black or pure green.

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FROM THE PRESIDENT'S DESK . . .



There are occasions in the life of every recreation administrator when you ask in desperation — What's new in activities? — and — How can I increase my own enthusiasm?

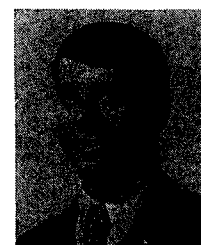
Recreation might be compared to music. Some people say there can't possibly be any "new" music, because it's all been written. However, each year many new pieces are published with little similarity to music you have heard before. "Almost new" music is developed through many ways such as different rhythms, chord combinations and unusual modulations. It might also be only a new interpretation of an old tune.

In industrial recreation we might say there can't possibly be any "new" activities, because they've all been tried before. However, every year some industrial recreation programs reflect new interests through different combinations, interpretations or just different promotions. "Almost new" activities may come about if you receive assistance from specialists in specific areas of leisure education, and by sharing with other recreation administrators. This combination will stimulate you to work more effectively with the volunteer leaders and other participants.

Such an opportunity will be offered at our Chicago Conference beginning next June 10. You really can't afford to miss this Conference, because it will offer you assistance to make you more effective in helping the employees to realize a better way of life, and it will help your company to realize more benefits from its investment in industrial recreation.

Martha L. Daniell

Recreation from Middle Ages to Present



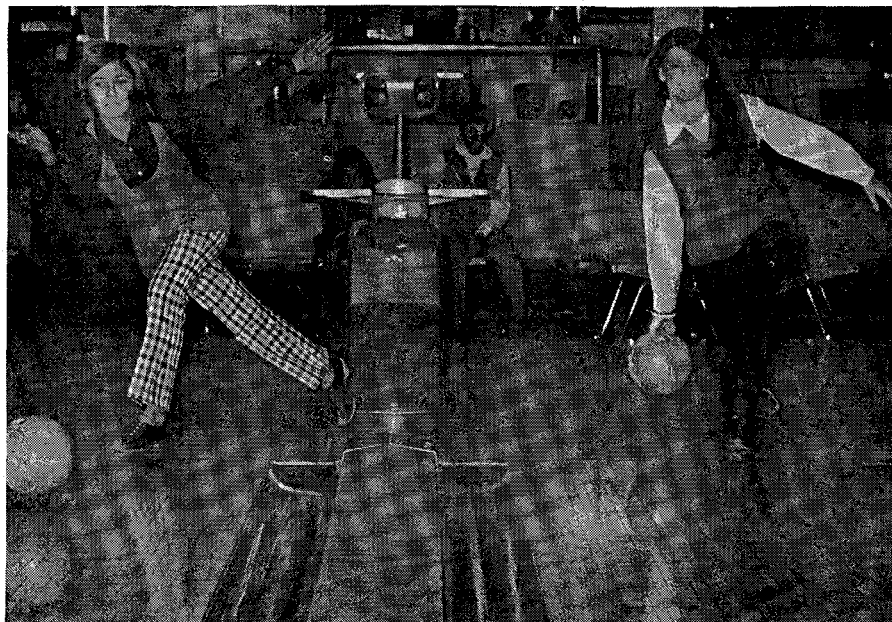
Comments in the October issue of **Recreation Management** indicated that until the Middle Ages (about 700 A.D.), recreation was mainly the privilege of the nobility. During the Middle Ages, this practice continued but was significantly affected by the Renaissance ("re-birth," 1300-1500), the Reformation ("updating of the church," about 1500), and the onset of the Industrial Revolution.

Finally, at the beginning of the Middle Ages, the pendulum had begun to swing away from the concept of exploitation of recreation. The easygoing life of the Romans and Greeks was given up, as there was much that needed to be done in social reform. Some groups even went so far as to discourage recreation as being evil and sinful, because it turned man away from his work and God.

The awareness of the necessity for social reform gained impetus during the Renaissance period. This need for a new birth in Europe greatly encouraged science and education. The arts, fresh and vigorous music,

(Continued on page 10, col. 2)

Thirteen-year-old Pam Honaker, at left, and Kathy Fogle, right, a 14-year-old, are members of the Faultless Rubber Co.'s junior girls' team.



PUT JUNIOR BOWLING IN YOUR PROGRAM

More and more recreation directors are finding that organizing a junior bowling program provides a double bonus. It helps youngsters to master a new sport that will give them a lifetime of enjoyment, and it appeals to parents who are delighted when their children join them in this popular sport.

Industry's participation in junior bowling can be simply a matter of the recreation association sponsoring a team — or a complete program that includes a bowling school, sanctioned league play, official tournaments and an end-of-the-season banquet.

Youth interest in bowling has experienced a phenomenal growth in recent years. The American Junior Bowling Congress, which is co-sponsored and administered by the Woman's International Bowling Congress and the American Bowling Congress, reports that membership increased last season by almost 50,000 — to 535,277 members.

BOWL 300 GAMES

The serious approach of these young people to the sport is evidenced by the fact that nineteen 300-games were recorded in sanctioned junior bowling last year. A 16 year old boy scored three of these perfect games — two of them a week apart, and the third one less than three months later!

Popularity of junior bowling is at-

tributed to several factors. It provides for healthful recreation for both sexes, and it encourages family participation.

It is an activity that knows no time or seasonal limitations, and it is a sport with a progressive nature. Young people can always find a challenge in bowling, from the time they begin as "bantam bowlers" up through adult age.

In establishing a junior bowling program for sons and daughters of employees, the organizer will first give consideration to the classification of the participants.

Standard divisions are: bantam — age 12 and under; juniors — 13 through 15; and seniors — 16 through 21. Age divisions established by the AJBC are based on the individual's age as of August 1 of the current season.

Some companies limit their junior bowling programs to certain age levels, e. g., Eastman Kodak's program in Rochester, N. Y., is open to youngsters from 11 to 17, while Solar Division of International Harvester, San Diego, Calif., includes boys and girls from 6 to 14.

Often junior bowling competition is preceded by a period of instructional open bowling. Solar Division, for example, offers boys and girls instruction periods of two hours a week for a two-week period.

In setting up a junior bowling school, one of the first steps is to pub-

licize the effort. This can be done with posters on the company bulletin board, an article in the company newspaper and notices to employees — particularly to those adults already bowling in company leagues.

One of the local teachers in the area can act as instructor — or qualified men or women bowlers in the company league can also serve. Usually, one capable teacher can conduct lessons across as many as 24 bowling lanes. Volunteer help from parents of young bowlers should be recruited — and they are often very enthusiastic about helping.

SELECTING LESSON TIMES

The best times for offering instruction to novice bowlers seem to be either Saturday mornings or week-day afternoons. Parents should always be invited to come along as spectators.

A few simple preparations can be made before the junior bowlers arrive at the alleys for the first instruction class.

Several light-weight balls should be placed on the return racks.

The automatic pin setting equipment should be turned off during the initial lesson period, for the bowlers will first practice only delivery of the ball. A good coach can build up, with a great

(Continued on page 6, col. 1)

JUNIOR BOWLING

(Continued from page 5)

deal of suspense, to the youngsters' first efforts at knocking down the pins.

Arrangements should be made in advance for bowling shoes for the junior bowlers. If not enough small sizes are available, some boys and girls will have to remove their shoes and bowl in stocking feet.

As the youngsters arrive, assign them to lanes, keeping boys and girls separated. When a group arrives together, try to assign them to the same lane, if possible. Very young children should be together on the same lanes.

It's wise to assign the same number of people to every lane. Then give each youngster a number. Thus, on Lane 1, there will be students No. 1, 2, 3, etc. Do the same on each lane being used.

Then, when an individual's number is called, that boy or girl will follow the instructions of the teacher, bowling on the particular lane to which he or she is assigned.

At this point, the actual instruction can begin, and there are various approaches to this. Some teachers like to begin with orientation to the nomenclature of the game, etiquette, scoring and the like.

Others will begin with the mechanics

of the game — the proper way to pick up the ball, teaching the swing, stance and pushaway — through the approach and delivery.

Some, like Solar Division, rely on visual aids — others prefer to "tell and show" the youngsters how the game is played.

At this point the individual numbers assigned to each bowler on every lane are used. First, all No. 1 bowlers have a chance to practice the swing — then the No. 2 bowlers on each lane do the same — and so on, down the line.

When the youngsters have mastered the various steps in delivery, they are ready to roll the ball. Each one should have two or three chances to do so, with no pins set up on the alleys.

HIGH POINT OF LESSONS

Finally, the pins should be placed in position and each youngster may have two turns, according to his number, to bowl a frame.

When they are ready to bowl an actual game, it is time to put the adult volunteers to work.

Each adult should be assigned to one or more lanes and asked to assist with scoring. He can also give individual coaching to youngsters who need it, basing instructions on the fundamentals taught by the coach.

When lessons are completed and the



This serious young bowler participates in the junior program at Solar Division of International Harvester.

young people have bowled a few lines, it's time to organize the junior bowling league. If sanction by the AJBC is desired, certain minimum requirements must be met.

For example, a sanctioned league must consist of four or more teams, with at least two bowlers on each team. A singles league must have a minimum of four members.

Teams may be composed of all boys, all girls, or they may be mixed teams.

Juniors who bowl with adults in a league that offers no cash or merchandise prizes may also be sanctioned by the AJBC. Thus, a Sunday afternoon family league could be formed with official sanction.

Often it is wise to let the youngsters form their own teams, filling them out with those boys and girls who sign up individually.

YOUNGER BOWLERS

The AJBC suggests that "bantam bowlers," 12 and under, bowl only two games a week. This will help to sustain their interest and will provide sufficient physical effort for this age group.

Another requirement for sanctioning is that the league must bowl a regular schedule for at least seven weeks. Many junior leagues, however, bowl a regular seasonal schedule patterned after the adult leagues. This is true, for example, of the junior teams sponsored by Faultless Rubber Co., where employees' children are entered in the Ashland, Ohio, junior league.

Faultless sponsors any boy or girl
(Continued on page 10, col. 1)

Looking for Help?

Many aids are available to the recreation administrator who is considering establishing a junior bowling program. The majority of these are distributed by the American Junior Bowling Congress. They include:

"Fun on the Lanes: Young America Goes Bowling," a 16 mm. black and white sound film that depicts a junior bowling league in action. No charge is made for use of this film.

"How to Teach Bowling and Organize AJBC Leagues," a guide that includes specific teaching methods and details on organization of junior leagues. No charge.

"Playing Rules, 1970-71 Season." No charge.

"AJBC 1970-71 Season Program," a description of this organization's aids, awards and program during the year. No charge.

"Tips for Junior Bowlers," a small pamphlet that can be given to each participant, covering the fundamentals of the game. Available for purchase in quantities.

For copies of these, or for additional information, contact the American Junior Bowling Congress, Inc., 1572 E. Capitol Drive, Milwaukee, Wis. 53211.

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Second Runner-up is United States Department of Agriculture secretary, Joan Quertermous.

SECOND RUNNER-UP NAMED IN MISS INDUSTRIAL RECREATION COMPETITION

A poised, graceful secretary in the United States Department of Agriculture has been named by the judges as second runner-up in the competition for the title of Miss Industrial Recreation.

She is Joan Quertermous, who has been employed by the Department in Washington, D. C., for seven years as a secretary in the Consumer and Marketing Service of the Personnel Division. Since she left high school, her only employer has been the Department of Agriculture.

Titles are not new to Joan. For the past year she has served as Miss USDA, representing the Department at a variety of functions.

She has also been first runner-up in the competition for the title of Miss Alexandria, and has entered the Miss Washington, D. C. contest — all of which she considers "very rewarding, and an excellent challenge."

BELIEVES IN PHYSICAL FITNESS

Joan is 24, weighs 125 pounds and measures 34-24-35. The five-foot-six, blonde young lady is enthusiastic about physical fitness, and works out twice each week in a nearby health club.

"Physical fitness is very important to me," said Joan. "I feel it's a good way to stay healthy — and to look young."

The second runner-up's favorite sports are tennis, horseback riding, swimming and dancing — and she hopes to begin a series of ballet lessons soon.

She is active in the USDA's tennis and travel clubs, and is a member of the committee making arrangements for the Department's Harvest Ball.

She also heads up a steering committee that has been working all year with the girls who will be candidates for the next Miss USDA competition.

Joan loves to travel, and has been to Los Angeles, Las

Vegas and San Juan, Puerto Rico. She hopes to return to the Caribbean soon.

When asked for her opinion on current fashion trends, Joan replied, "The decision on whether to wear a midi-skirt or not depends on the taste of the individual.

"However," she continued, "I do not like it on me. I think it makes women look older, and I intend to continue wearing my skirts two or three inches above the knee."



Cherry blossom time in Washington is even more beautiful with Joan in the picture.

The women's liberation movement is not one of Joan's enthusiasms either. She feels the status of women today is to her liking and does not want it changed.

COMMENTS ON WORLD AFFAIRS

What's her opinion on the state of the world? "The world today is changing rapidly," commented Joan. "Let's hope someday soon it will start improving."

Joan's selection as second runner-up was made by a panel of judges that included:

Chairman Leo Rotelli, *Recreation Management* art director, president of Rotelli Advertising, and ex-officio member of the board of directors of the Artists Guild of Chicago;

Nancy Gentile, International Bunny Director for Playboy Clubs International;

Jeanne Gumm, account supervisor for Daniel J. Edelman, Inc., a public relations firm that includes among its accounts the sponsors of the Miss America pageant telecast;

Pat Krochmal, reporter and special feature writer for *Chicago Today*, city desk;

Henry A. Scheafer, account executive, Compix division, United Press International in Chicago, judge of the Miss Photo Flash, Chicago, competition and veteran news photographer;

Barbara Weathers, feature editor of *NHFA Reports* and former fashion and food editor of the *Birmingham News*;

And Louis M. Weiss, creative head of Design Direction for Creative Communications of Chicago.

Their selection of first runner-up will be published in the December issue of *Recreation Management*.

The young lady who will be crowned Miss Industrial Recreation at the National Conference in Chicago next June, succeeding Julia Thompson of Lockheed Employees Recreation Ass'n, will be named in the January/February issue.

Panel of Judges



Leo Rotelli



Pat Krochmal



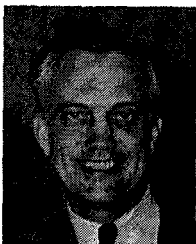
Jeanne Gumm



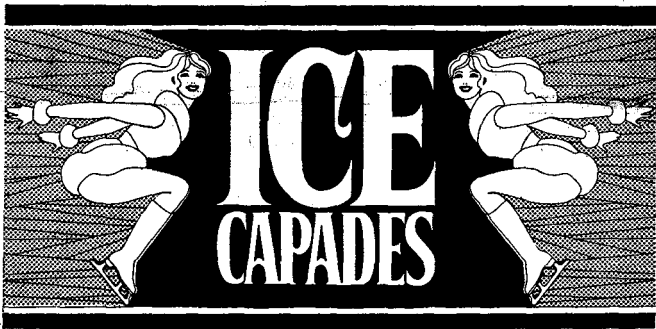
Barbara Weathers



Henry Scheafer



Louis Weiss



EAST COMPANY TOUR 1970-71

Atlantic City, N.J.	Convention Hall	Fri. July 24—Sat. Sept. 5
Houston, Tex.	Sam Houston Coliseum	Wed. Sept. 9—Sun. Sept. 20
Pittsburgh, Pa.	Civic Arena	Wed. Sept. 23—Sun. Sept. 27
New Haven, Conn.	New Haven Arena	Tues. Sept. 29—Sun. Oct. 4
Charlotte, N.C.	Coliseum	Wed. Oct. 7—Sun. Oct. 11
Cleveland, Ohio	Cleveland Arena	Wed. Oct. 14—Sun. Oct. 25
Buffalo, N.Y.	Memorial Auditorium	Tues. Oct. 27—Sun. Nov. 1
Toronto, Ont.	Maple Leaf Gardens	Tues. Nov. 3—Sun. Nov. 8
Montreal, Que.	The Forum	Tues. Nov. 10—Sun. Nov. 15
Springfield, Mass.	Eastern States Coliseum	Tues. Nov. 17—Sun. Nov. 29
Rochester, N.Y.	War Memorial	Tues. Dec. 1—Sun. Dec. 6
Providence, R.I.	Rhode Island Auditorium	Tues. Dec. 8—Sun. Dec. 13
Boston, Mass.	Boston Garden	Sat. Dec. 26—Sun. Jan. 3
New York, N.Y.	Madison Square Garden	Tues. Jan. 5—Sun. Jan. 17
Washington, D.C.	Coliseum	Tues. Jan. 19—Tues. Feb. 2
Hershey, Pa.	Sports Arena	Thurs. Feb. 4—Sun. Feb. 14
Philadelphia, Pa.	Spectrum	Tues. Feb. 16—Sun. Feb. 21
Chicago, Ill.	Chicago Stadium	Wed. Feb. 24—Sun. Feb. 7
Detroit, Mich.	Olympia Stadium	Wed. Mar. 10—Sun. Mar. 21
St. Louis, Mo.	Missouri Arena	Tues. Mar. 23—Sun. Mar. 28
Kansas City, Mo.	Municipal Auditorium	Tues. Mar. 30—Sun. Apr. 11
Denver, Colo.	Coliseum	Wed. Apr. 14—Sun. Apr. 18
Los Angeles, Calif.	Sports Arena	Wed. Apr. 21—Sun. May 9
Long Beach, Calif.	Long Beach Arena	Tues. May 11—Sun. May 16
San Diego, Calif.	International Sports Arena	Tues. May 18—Sun. May 23

WEST COMPANY TOUR 1970-71

Duluth, Minn.	Duluth Arena	Tues. Aug. 18—Sun. Aug. 23
Lincoln, Neb.	Pershing Municipal Aud.	Wed. Aug. 26—Sun. Aug. 30
Amarillo, Texas	Coliseum	Thurs. Sept. 3—Mon. Sept. 7
Odesa, Texas	Ector County Coliseum	Wed. Sept. 9—Sun. Sept. 13
San Antonio, Texas	Convention Hall Arena	Wed. Sept. 16—Tues. Sept. 22
Oklahoma City, Okla.	State Fair Arena	Fri. Sept. 25—Wed. Sept. 30
Tulsa, Okla.	Fairgrounds Pavilion	Fri. Oct. 2—Sun. Oct. 11
Fort Worth, Texas	Convention Center	Tues. Oct. 13—Sun. Oct. 18
Dallas, Texas	Memorial Auditorium	Tues. Oct. 20—Sun. Oct. 25
Shreveport, La.	Hirsch Coliseum	Wed. Oct. 28—Sun. Nov. 1
El Paso, Texas	County Coliseum	Wed. Nov. 4—Sun. Nov. 8
Albuquerque, N.M.	Civic Auditorium	Wed. Nov. 11—Sun. Nov. 15
Fresno, Calif.	Convention Center Arena	Tues. Nov. 17—Sun. Nov. 22
Salt Lake City, Utah	Salt Palace	Wed. Nov. 25—Sun. Nov. 29
Seattle, Wash.	Coliseum	Wed. Dec. 2—Sun. Dec. 6
Victoria, B.C.	Memorial Arena	Wed. Dec. 9—Sun. Dec. 13
Spokane, Wash.	Coliseum	Fri. Dec. 25—Sun. Jan. 3
Vancouver, B.C.	Pacific Coliseum	Tues. Jan. 5—Sun. Jan. 10
Edmonton, Alta.	Edmonton Gardens	Wed. Jan. 13—Sun. Jan. 17
Calgary, Alta.	Stampede Corral	Tues. Jan. 19—Sun. Jan. 24
Regina, Sask.	Exhibition Stadium	Tues. Jan. 26—Wed. Jan. 27
Winnipeg, Man.	Winnipeg Arena	Thurs. Jan. 28—Tues. Feb. 2
St. Paul, Minn.	Municipal Auditorium	Thurs. Feb. 4—Sun. Feb. 7
Champaign, Ill.	Assembly Hall, U. of Ill.	Tues. Feb. 9—Sun. Feb. 14
Notre Dame, Ind.	Ath. & Convocation Ctr	Wed. Feb. 17—Sun. Feb. 21
London, Ont.	The Gardens	Tues. Feb. 23—Sun. Feb. 28
Kitchener, Ont.	Memorial Auditorium	Tues. Mar. 2—Sun. Mar. 7
Ottawa, Ont.	Civic Centre	Tues. Mar. 9—Sun. Mar. 14
Halifax, N.S.	The Forum	Wed. Mar. 17—Sun. Mar. 21
Sherbrooke, Que.	Le Palais Des Sports	Wed. Mar. 24—Sun. Mar. 28
Troy, N.Y.	RPI Field House	Tues. Mar. 30—Sun. Apr. 4
Utica, N.Y.	Memorial Auditorium	Wed. Apr. 7—Sun. Apr. 11
Hampton, Va.	Hampton Roads Coliseum	Wed. Apr. 14—Sun. Apr. 18
Roanoke, Va.	Roanoke Civic Center	Wed. Apr. 21—Sun. Apr. 25

Balance of tour to follow

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JUNIOR BOWLING

(Continued from page 6)

from the age of eight on up, and supplies the youngster with a bowling shirt and holds a special banquet for bowlers at the end of the season.

Competition and tournaments are popular with young bowlers and keep interest high throughout the season.

Several junior industrial bowling leagues hold an "I Beat My Coach" competition for beginning bowlers. In this tournament, the coaches who have instructed the youngsters post their scores from a certain game, and the junior bowlers have a specified length of time (usually a month) to try to better their teachers' scores. If the league is a sanctioned one, the AJBC has an award emblem available for this interesting tournament.

An end-of-the-season banquet is the logical time, of course, to present all awards and emblems. If parents are invited to attend with their junior bowlers, the affair can serve as an excellent public relations medium and showcase of the company's industrial recreation program for the entire family.

49ERS PAY TRIBUTE TO LOCAL INDUSTRIES

Two Bay-area industries were saluted recently at a professional football game between the 49ers and the Cleveland Browns, in San Francisco's Kezar stadium.

Tribute was paid in pre-game activities on "Space and Technology Day," to Lockheed Missiles and Space Co., Sunnyvale, and the Ampex Corp., headquartered in Redwood City.

Representing Lockheed was Julia Thompson who is Miss Industrial Recreation for 1969-70. Miss Ampex, 1970 — Amy Wend — represented her firm.

Lockheed was honored for its production of the Agena satellite, as well as its research and development in various sciences, oceanography, information systems and other technological programs.

"Instant replay" of action in sporting events is a development of Ampex Corp. The firm also produces many tape products and instrumentation recorders.

Recreation . . . (Continued from page 4)

dancing and sports emerged once again, but this time there was a beginning acceptance for participation by all classes.

The Reformation saw many changes in religious philosophies. Unrest and dissatisfaction resulted in the establishment of various Protestant churches and sweeping changes within the Catholic church. Development of the Puritan ethic brought with it the philosophy that recreation was wasted time — even sinful — a feeling that has not completely disappeared in this country, even today.

Then, with the discovery of America and the onset of the Industrial Revolution — first in Europe, then on this continent — great corporations began to form, and capitalists pooled their resources.

This marked the beginning of the Industrial Revolution and the "Leisure Revolution," with the majority of workers participating in recreation that was usually work-oriented or religiously influenced.

Shortly after the discovery of North America, cities became the hub of industrial development with large numbers of people congregating nearby. Working and living conditions were substandard due to the employers' inability to keep up with burst in demand for products, services, and the increased labor force. The change from an agricultural to an industrial economy provided employees with more leisure time and more money. Emphasis was placed on recreation as a normal part of life, and organized company recreation programs began emerging around 1850, at approximately the same time labor organizations were developing. This period of time saw much inflation, unrest and discontent as a result of the industrial working atmosphere. Therefore, a revamping of priorities and responsibilities followed. Reforms occurred as pressure by employees mounted to change some of the working conditions. On the other hand, recreation programs were believed to be healthful, and a sign of wise management and were augmented.

Since the 1900s the work week has decreased, incomes raised, and attitudes changed toward the job and participation in activities. Corporations are actively involved in major facility construction and recruitment with the impression of fringe benefits as an influence to prospective employees and retention of current work forces. Program content has varied from noon-time program to after-work activities, to outside-the-company travel and outings. They have included, physical, cultural and social events with anywhere from ten to over 10,000 people participating in a single event.

As a coordinating service agency, the National Industrial Recreation Association was founded in 1941 and has been the leader in promoting industrial recreation and the profession.

These past two issues of **Recreation Management** have briefly covered recreation from the beginning of man to present time. Most significant events must include: **1** — Early use of recreation by nobility; **2** — Greek philosophy of recreation as education and goal of man; **3** — Exploitation of recreation; **4** — The Renaissance; **5** — The Reformation; and **6** — The Industrial Revolution.

Attitudinal changes have ranged from exclusive use of recreation by classes, to exploitation with malice, to puritanical philosophy, to the current commitment to recreation as a healthy, worthwhile and intelligent management investment.

This investment is aptly pointed up by Dr. Lawrence C. Hartlage of the National Institute of Mental Health, who writes: "The employer who helps his employees toward fulfillment of self through intelligently guiding them into meaningful non-work activities performs an act of enlightened self-interest and, thereby, gains several fringe benefits of his own from this fringe benefit provided to his employees."

Responsibility for the implementation of this management investment in recreation is a weighty one. Dr. Max Kaplan, director of the Center for Studies of Leisure, feels that those people who are responsible for establishing recreation and cultural opportunities "are going to become major forces in shaping people's lives."

Michael A. Fryer

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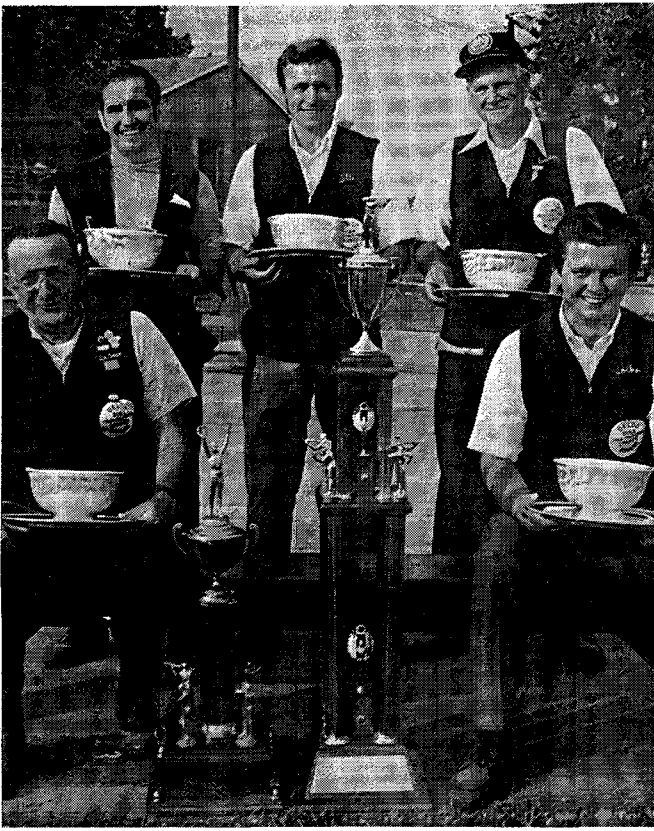
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Also, it might just help to contact the organization officer indicated below: (Approx. no. of people in local organization)

Officer's name _____ Address _____
Destination _____ Departure Date _____

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21st Annual Trapshoot Won by Delco Moraine



Winning team from Delco Moraine Div., GMC, #3 proudly displays trophies and individual prizes won in the competition. Back row, left to right, are Joe Roush, Means Fields, Jr., and Vain Moon; bottom row, Ward Emerick and R. Soike.

One hundred and sixty teams participated in the 21st Annual Armco National Invitational Industrial Trapshoot, co-sponsored by NIRA, held in mid-September at the Middletown Sportsmen's Club in Middletown, Ohio.

The team championship was won by the Delco Moraine Division of GMC, #3 team from Dayton, Ohio, with a (241 x 250).

"High gun" was Kenny Colon, Inland Manufacturing Division, GMC, also of Dayton.

Individual members of the victorious Delco Moraine team were V. Moon, W. Emerick, J. Roush, R. Soike and M. Fields.

ARMCO TAKES SECOND

The Armco Steel Corporation #1 team from Middletown, Ohio, took second place honors with 239.

Third place went to the Delco Moraine Division, GMC, #2 team from Dayton, who won this berth after a shoot-off with the Cincinnati Incorporated #1 team from Cincinnati, Ohio.

Both of these teams had finished with a 238, but in the shoot-off, Delco Moraine scored (115 x 125) while Cincinnati Inc. had (111 x 125).

To take the "high gun" trophy, Kenny Colon had to outshoot 17 other "50 straight" shooters and score a perfect day (100 x 100).

In second place was Jack Phipps of Rand McNally, Versailles, Kentucky — followed by Bill Ogden, Owens Illinois Glass Co., Godfrey, Illinois.

Fourth place honors went to Marion Ditmer, Delco Moraine Division, GMC, #2, Dayton, Ohio.

Silver serving sets and handsome trophies were awarded to the winners.

ADDITIONAL PRIZE FOR WINNERS

Additionally, the Winchester Shooting Development Department made available a day of hunting and shooting at Winchester's famous Nilo Farms in East Alton, Illinois, to Kenny Colon, "high gun," and to the championship team from Delco Moraine and the runner-up team from Armco Steel.

Robert L. Bauer, Activity Advisor for Armco Steel Corp.,



Kenny Colon, Inland Manufacturing Div., GMC, shot 100 straight birds without a miss to take the "high gun" championship.

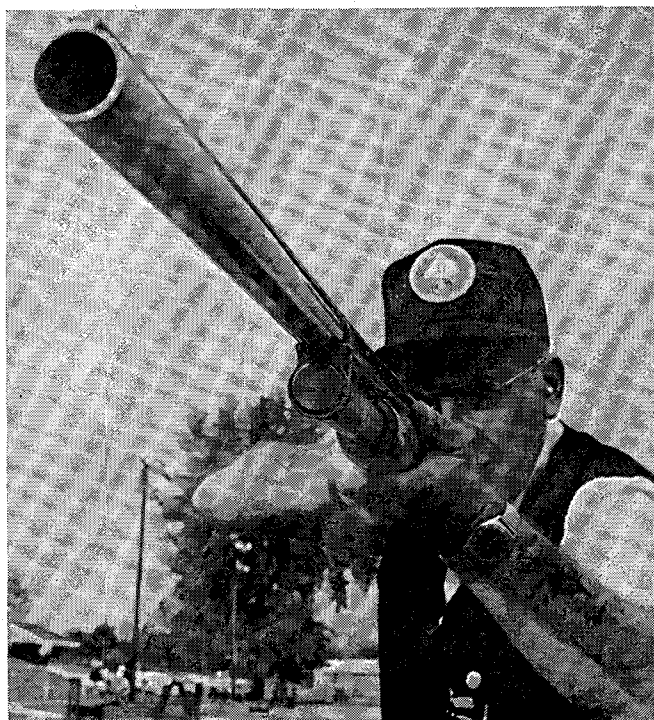
was director of the tournament. Official photographer of the event was Dale Kiker, also of Armco.

Estimated attendance at the affair was 5,000 spectators and participants.

RESULTS OF 21st ANNUAL INDUSTRIAL TRAPSHOOTING TOURNAMENT

FINAL SQUAD STANDINGS

Team	Score
1. DELCO MORaine, GMC, #3 Dayton, Ohio	241
2. ARMCO STEEL CORP., #1 Middletown, Ohio	239
3. DELCO MORaine, GMC, #2 Dayton, Ohio	238
4. CINCINNATI, INC., #1 Cincinnati, Ohio (Lost in shoot-out for third place)	238
5. REMINGTON ARMS, #1 Bridgeport, Conn.	237
5. DELCO MORaine, GMC, #1 Dayton, Ohio	237
5. DETROIT STEEL CORP., #1 Portsmouth, Ohio	237
5. NATIONAL CASH REGISTER, #1 Dayton, Ohio	237



Clinton Handcock, president of the Armco Gun Club, opened the 21st national industrial trapshoot with a perfect shot.

5. FRIGIDAIRE, #1 Dayton, Ohio	237
10. WRIGHT-PATTERSON AFB, #1 Fairborn, Ohio	236

INDIVIDUAL SHOOT-OFF (50-STRAIGHTS)

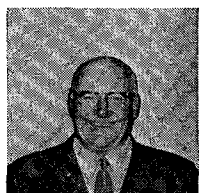
Name	Final Round
1. KENNY COLON, Inland Div., GMC, Dayton, O.	(25 x 25) (25 x 25)
2. JACK PHIPPS, Rand McNally, Versailles, Ky.	(25 x 25) (24 x 25) (24 x 25)
3. BILL OGDEN, Owens Illinois Glass, Godfrey, Ill.	(25 x 25) (24 x 25) (23 x 25)
4. MARION DITMER, Delco Moraine Div., GMC, #2, Dayton, O.	(25 x 25) (23 x 25)
5. LARRY TRENT, Armco Steel Corp., #1, Middletown, O.	(23 x 25)
5. BILL MILLER, Delco Moraine Div., GMC, #1, Dayton, O.	(23 x 25)
5. J. ROUSH, Delco Moraine Div., GMC, #3, Dayton, O.	(23 x 25)
5. LARRY SOUTHWORTH, Detroit Steel Corp., #1, Portsmouth, O.	(23 x 25)
5. W. A. COMBS, Armco Steel Corp., #2, Middletown, O.	(23 x 25)
5. J. ATWOOD, Tool-Steel Gear & Pinion Co., Cincinnati, O.	(23 x 25)



From left to right, Fred Allen, Federal Ammunition, Lee Davidson, Winchester-Western, and Jim Dee, Winchester-Western, confer about the day's activities. Later, Dee who is manager, Recreational Shooting and Marksmanship, Winchester-Western, presented winners with certificates that entitled them to a day's hunting and shooting at NULO farms.

NIRA NEWSLETTER

NIRA NOTES



After 16 years with Canadair Limited in Montreal, Gerald LaGrave (CIRA) is retiring as the firm's general supervisor of recreation.

He has been an active member of NIRA throughout his career in industrial recreation and has served the Association in several capacities. His latest responsibility in NIRA was as a member of the Board of Directors.

ANNUAL dinner and awards presentation of the St. Louis Industrial Recreation Council was held last month at the Cheshire Inn. Receiving the championship awards were: golf — Conductron; softball — Boise Cascade and Rawlings.

AROUND THE CIRCUIT

EMPLOYEES of Chase Manhattan Bank of New York who are new voters were invited to attend one of a series of "First Voters" rallies held in the bank's auditorium. A special feature of the rallies was the opportunity to practice on the type of voting machine used in New York City.

Speakers included an officer of the bank, and elected officials of both major political parties.

KOHLER Co.'s annual deer hunting contest for archers is now in progress. Winners are determined by a point system that is based on the dressed weight of the deer, the number of points on, and greatest width of racks on bucks.

FALL activities are well underway by now, and some firms' recreation departments are offering unusual opportunities to interested employees. At Tektronix, Inc., in Beaverton, Oregon, for example, a winemaking course is available — as are group or private lessons on the piano or organ.

LERA members at Lockheed in Sunnyvale, Calif., can join an Aikido class, to learn about this esoteric form of Japanese self-defense developed through mind and body coordination.

The third annual Swiss-type chess tournament is in progress at Teletype Corp. in Skokie, Ill. This event runs for six consecutive weeks and rewards players at all levels of skill, since they are divided into three sections. Teletype's Chess Club also offers instruc-

tion to beginners or to those who are anxious to improve their game.

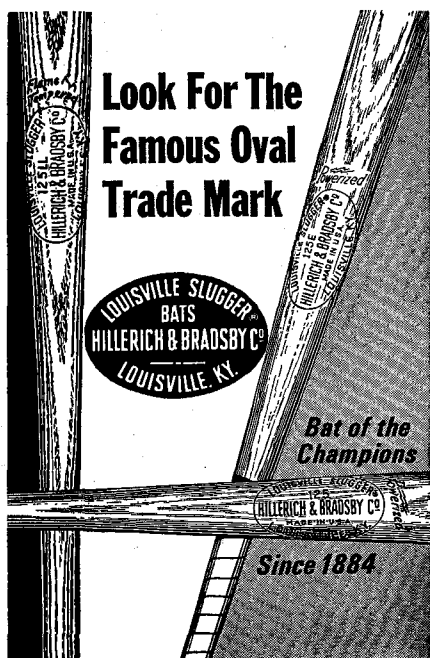
The Bowling Board at Brookhaven National Laboratory in Upton, N. Y., is organizing an all-singles mixed bowling league.

CHRISTMAS projects have been completed by two employees' groups. The Generalettes, women's club of Aircraft Engine Group, General Electric, in Cincinnati, mailed 100 Christmas gift bags to servicemen in Vietnam. Gifts were purchased with donations made by GE employees, and included toiletries and personal gifts.

Employee members of Rockefeller Center's recreation club in New York City also sent ditty bags to GIs in Vietnam. This project was financed by employee contributions.

SWIMMING pool "open house" was held at Brookhaven National Laboratory in Upton, N.Y., on Columbus Day. No charge was made to employees and members of their immediate families for swimming on that day. A "Columbus Day prize" was offered in a special drawing. The award was unlimited swimming for an employee and his family.

TROPHIES and medals are in great abundance these days at Hughes Aircraft Co., Culver City, Cal. The firm's slo-pitch softball team won a handsome trophy — and the championship



At this time of the year, the social committees have taken over from the sports groups and are planning a variety of parties for the winter months. Pictured above are some of the 400 Raytheon Company's employees in Andover, Mass., who attended an old fashioned "Bavarian Hofbrau" party last year. Those attending wore traditional German costumes, and music was furnished, naturally enough, by an authentic German band. Crown Life Insurance Co. in Toronto found a formula for a successful dance recently, when the recreation department sponsored "Euphoria." This affair provided a variety of music for dancing, from the time of the forties, through today's popular rock tunes. More than 200 employees attended the dance, which was so successful that the social committee is considering sponsoring "Euphoria II" before the winter is over.

of the California State Slo-Pitch Softball Tournament this past summer.

Another honored Hughesite is Carolyn Williams who participated in the AAU Invitational Track Meet in Mexico City. She won a first place gold medal with the 400-meter relay team and a third place bronze one for her four-foot, ten-inch high jump.

Another award winner is Joe Bradshaw of Sandia Laboratories in Livermore, Cal., who was recently presented with a special trophy in recognition of his twenty years of Service to the Little League organization. He began working with the group in Schenectady, New York, organized a Little League program when he moved to Albuquerque, New Mexico, and continued working with the group when he moved to Livermore in 1968.

WYMAN-GORDON Co. is in Harvey, Ill., and everyone in the city was proud and pleased when resident baseball hero, Lou Boudreau, was named to baseball's Hall of Fame. Through its employee publication, Wyman-Gordon sponsored a contest to complete the statement, "I would like to win a trip for two to see Lou Boudreau formally installed into the Baseball Hall of Fame because . . .". Winner Cathy Bowdoin took along her 14-year-old son on the trip to Cooperstown, New York, since her winning entry was built around her wish to see him grow up with the same spirit of courage and dedication as Lou Boudreau.

AN INQUIRY about industrial recreation from a listener in the Bay area near San Francisco to the Jim Dunbar show, resulted in the appearance of Ken Leonard

(Continued on page 22, col. 1)

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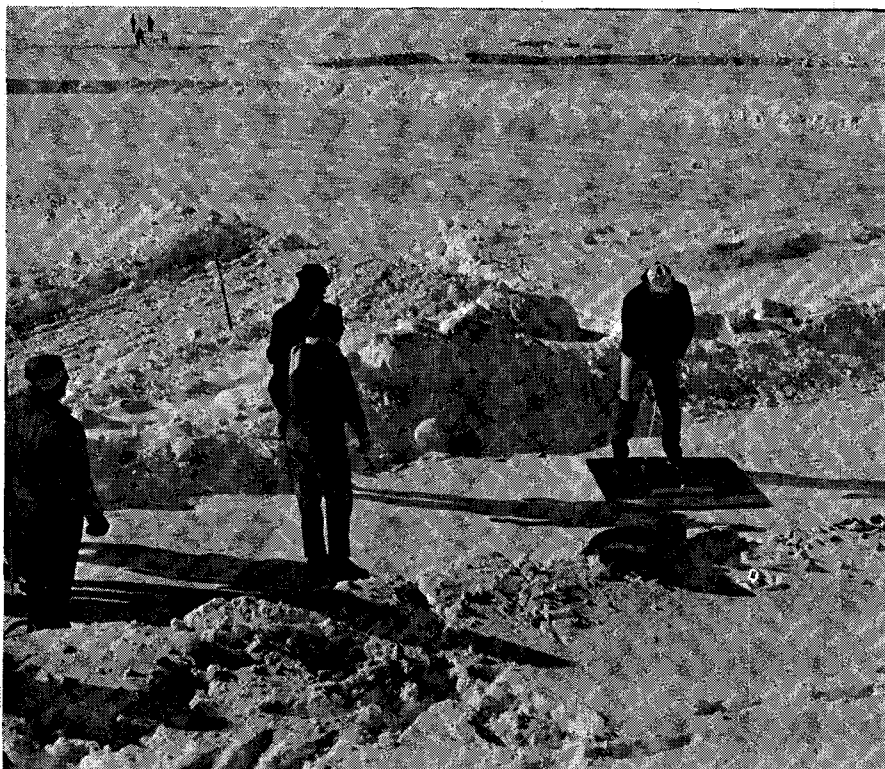
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Gallery size at the "Chili Open" tournament was limited due to the subzero weather.

'Ice Golf' for Dedicated Duffers



Approach shots on this novel golf course were tricky to play.

Golfers in Crystal Lake, Illinois, are a sturdy breed — at least, 130 of them are! They participated in a unique golf tournament in this northwestern Illinois community last winter.

Dubbed the "Chili Open," this golf classic was played on the frozen surface of Crystal Lake in subzero weather. It was the brainchild of one of the community's local businessmen, "Doc" Haznow, and the affair generated so much interest last year that its originator and the Crystal Lake Park District have decided to make it an annual event.

KEEP COURSE PLOWED

The 1,020-yard course on which the tournament was played was developed and laid out by the local park staff, headed by Director D. James Oerkfitz.

Beginning in November with the first snows of the season, the fairways were plowed regularly to keep the course open for the January golf classic.

The hardy players used black, red and green golf balls, which helped to cut down on the number of lost balls.

Most of the golfers carried two irons and a putter with which to play the nine-hole course.

Tees were improvised with rubber mats, and pieces of carpet formed the greens.

Golfers were required to pre-register and to pay an entry fee of \$2.50. Definite tee times were assigned to all players.

Although a St. Bernard dog with the usual cask around his neck might have been more traditionally in keeping with the weather, hot chili was served instead to all golfers — and proved a popular panacea in combating the subzero temperatures on the lake golf course.

'NINETEENTH HOLE'

The Park District's large recreation hall served as clubhouse for the event, and scores were posted there on a large scoreboard.

Winner of the first "Chili Open" was Jim Cowan, president of the Northern Illinois Golf Association, who scored a scratch 31 on the par 32 course.

Second place went to "Ace" Ellis, who had a 32 — and Fritz Franz, Crystal Lake Country Club champion, had a 33 for third place.

The rest of the field trailed fairly far behind, however. As one golfer commented, "I took a ten on the first hole — and after that I just had fun!"

Trophies and prizes, totaling \$850 in

value, were awarded the evening of the tournament at the recreation building. Two scoring systems were used — the Peoria and scratch.

Prizes for these hardy golfers included a golf bag, leather covers, golf balls, golf gloves, glasses, golf hat, and knitted head covers.

UNUSUAL SCORECARD

Some unusual course rules were printed on the special scorecard designed for the "Chili Open." They read:

1. Fairways will be marked with designated colors and markers.
 2. Fairways extend to outer snow banks on each hole.
 3. Everything not plowed is played as rough — literally.
 4. All shots must be played as in bounds, excepting soft ice or slush area.
 5. Ball in soft ice or slush — no penalty, free drop from point of entry.
 6. Replace all divots.
 7. Allow faster players to play through.
 8. Lost ball — one stroke penalty. New ball may be placed on fairway at point where ball left fairway.
 9. Ball in wrong fairway must be played as rough — no drop is allowed.
 10. All play is governed by Chili Open Golf Chairman and committee.
- This winter, at least 250 entries are expected in this golf classic which is scheduled for January 17, 1971. Tee off time will be at 9:30 a.m.
- According to Director Oerkfitz, fairways will be longer in this second annual tournament, and golfers will find

After this, blasting out of a sand trap should be easy!



additional hazards on the course.

Discarded Christmas trees, for example, will be used to mark off fairways and add to the sportiness of the course.

So much interest has been aroused by this novel tournament that "Doc" Haznow and the Crystal Lake Park District seem to have started a whole new tradition of "ice golf."

And, as Director Oerkfitz said, "These golfers will never have more fun on a golf course in their lives!"

Personnel of the Crystal Lake Park District has drawn up a list of recommendations that should prove helpful to anyone interested in organizing a similar golf tournament. Suggestions include:

Set up the course early — before the first snowfall, if possible;

Plow the course regularly — particularly after each heavy snow;

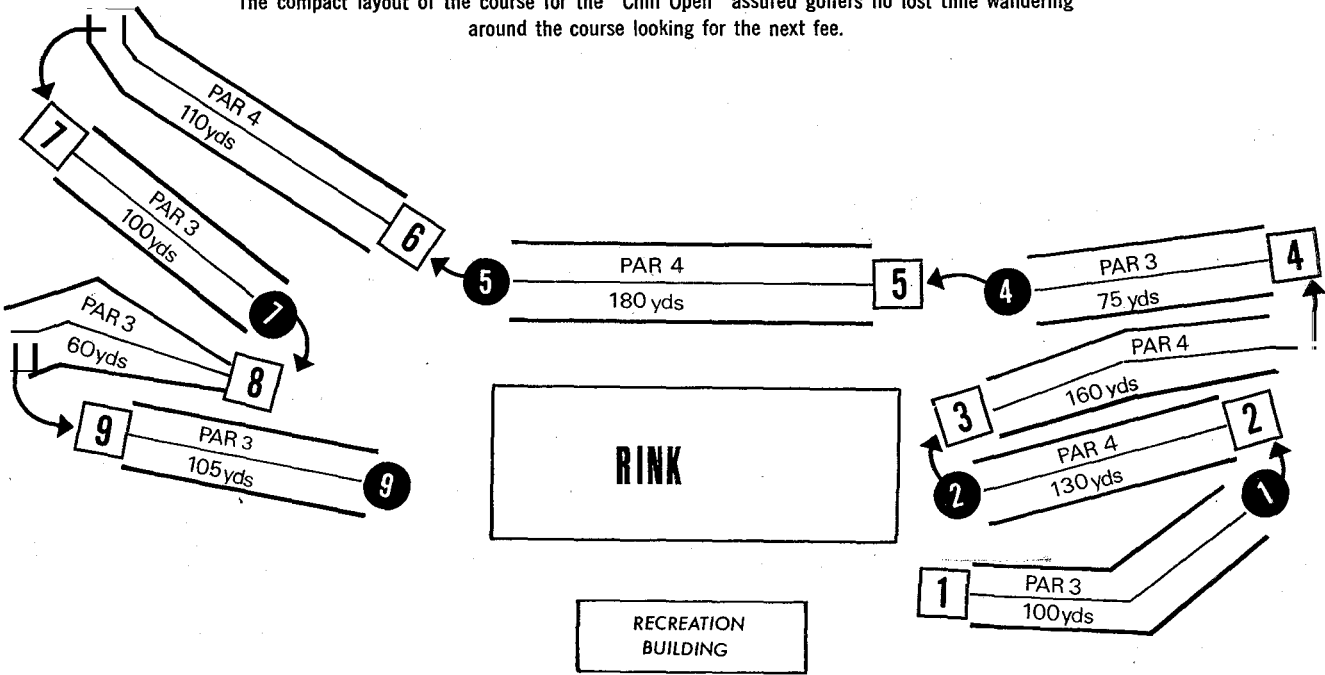
Make up golf cards early and number each one consecutively;

Set the date for the "ice golf" tournament as far in advance as possible, and make sure it does not conflict with important local events, or the telecast of the Super Bowl or other popular affair;

Have plenty of hot chili (or soup, hot chocolate, coffee, or other hot food or beverage) on hand — at Crystal Lake 60 gallons of hot chili per 130 golfers is the accepted ratio;

Begin to accumulate necessary supplies as soon as the date for the tournament is set — these will include rubber mats for tees, pieces of carpeting to serve as greens, flags, old golf balls to be painted in bright colors, and an ice auger.

The compact layout of the course for the "Chili Open" assured golfers no lost time wandering around the course looking for the next tee.



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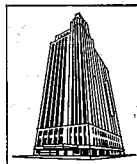
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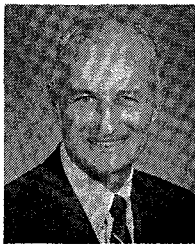
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NEWS ROUNDUP

FROM THE WORLD OF RECREATION PERSONALITIES

C. CARSON CONRAD of Sacra-
mento, Cal., has been appointed Ex-
ecutive Director of the President's
Council on Physical Fitness and
Sports.



For the last 16
years, he has served
as head of Cali-
fornia's Bureau of
Health Education,
Physical Education,
Athletics and Rec-
reation.

He has been associated with the
President's Council in various con-
sultant roles since 1961, and assisted
in developing the council's adult
physical fitness program.

WORLD AIRWAYS has ap-
pointed James J. Adams as district
sales manager, New York metropol-
itan area. The firm now has 11 sales
offices in the United States and 13
overseas.

PLACES & EVENTS

AMERICAN CAMPING Associa-
tion is planning six regional conven-
tions to be held in February and
March, 1971. These meetings are
open to everyone in the recreation
field.

Each convention will feature pres-
entations by national leaders, in-depth
workshops and seminars, exhibits,
special interest training and discussion
sessions.

Date and sites for the six meetings
are:

February 5-6, Sheraton Motor Inn,
Manchester, N. H., for residents
of New England states;

February 17-20, Center for Contin-
ing Education, Norman, Okla-
homa, for residents of Texas, Okla-
homa, Colorado and Wyoming;

February 24-27, Sheraton-Cleveland,
Cleveland, Ohio, for residents of
North Central states;

March 3-6, Asilomar Conference
Center, Pacific Grove, Cal., for
Western States' residents;

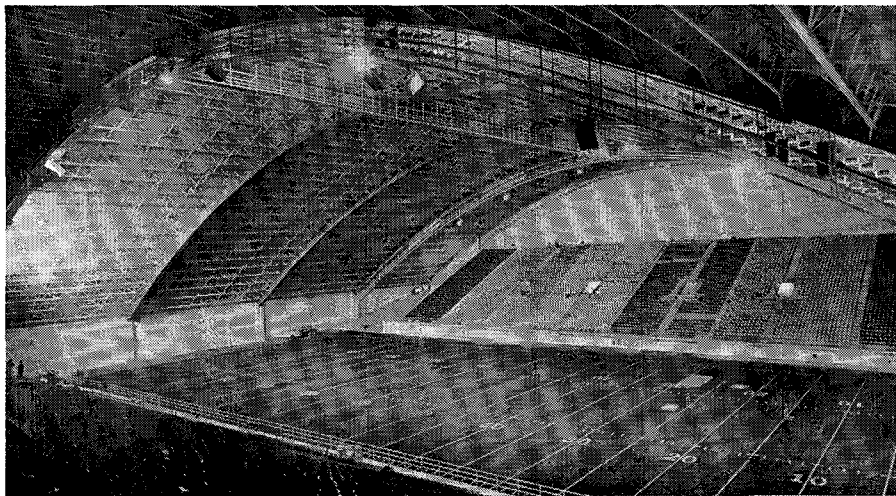
March 10-13, Daytona Plaza, Day-
tona Beach, Florida, for residents
of Southeast states;

March 17-20, Hotel Shelburne, At-
lantic City, N. J., for residents of
mid-Atlantic states.

Details about the individual meet-
ings are available from the American
Camping Ass'n, Inc., Bradford
Woods, Martinsville, Indiana 46151.

FOOTBALL FANS in Idaho
watched Idaho State's games in com-
fort this past season, in the first cov-
ered collegiate football stadium in the
United States.

Pocatello, site of the University,
often has below-freezing temperatures
and heavy snow during the football
season. Thus, when University offi-
cials were considering remodeling out-
dated football facilities, they investi-
gated the possibility of enclosing the
stadium. Investigation of comparative
costs convinced them that a "Mini-
Dome" could be built for less than
three million dollars.



Idaho State's "Mini-Dome" facility kept football fans warm and dry during games this past season.

The football field in the structure is recessed 20 feet below ground level, and the building rises 89 feet above the ground. Football teams play on artificial turf.

Specially molded fiberglass seats have been installed and are fastened to the cement stands with epoxy glue.

The "Mini-Dome" will also house indoor track events, basketball games, and other special events.

COUPLES SOFTBALL has become popular in the Anoka-Coon Rapids area near Minneapolis.

The program was initiated five years ago, and this last season 320 men and women played on 16 teams.

Most teams are made up of husband-wife combinations, although other family pairs are allowed.

The couples use a 16-inch ball, and only women may wear gloves. Men and women alternate in the batting order.

The concept of couples baseball has spread to many other parts of Minnesota, and several invitational tournaments have been organized.

A **FLYING PENTHOUSE** can

now be reserved on a 747 airplane. Delta Air Lines inaugurated this novel service last month, when the carrier began operations from Atlanta to Dallas and Los Angeles.

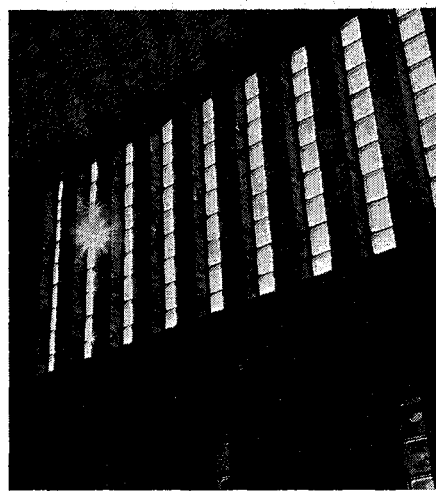
The penthouse is located above the first class cabin and will be reserved as a unit. It seats six passengers and is staffed with a stewardess.

TRENDS

THE CITY DUMP of today may become the recreation area of tomorrow. It has already happened in Decatur, Alabama, where a 40-acre dump-site was converted into a facility with an enclosed swimming pool, six tennis courts, four baseball diamonds plus parking area.

Architects and consultants across the country are studying the feasibility of compacting, sanitizing and deodorizing refuse, mounding it and creating recreation areas out of useless rubbish near large cities.

West Berlin's "Devil Mountain" was constructed in this manner, and the 360-foot-high hill boasts ski jumps, toboggan runs, a military ob-



Columns of solid glass brick admit natural light, yet deter breakage and vandalism in recreation buildings.

servation post and a vineyard.

PROBLEMS of breakage and vandalism in recreation buildings are being solved in many areas by the use of glass blocks in place of conventional windows. The three-inch thick solid glass masonry units readily admit natural light, but are extremely strong and durable.

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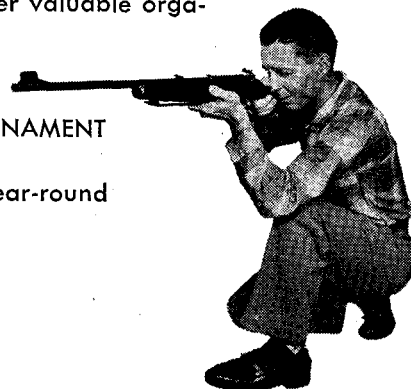
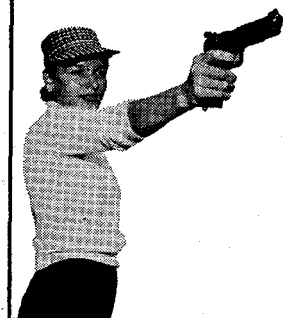
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NIRA NEWSLETTER (Cont'd)

on the show. Ken is executive director of the Lockheed Employees Recreation Association in Sunnyvale, and discussed

the LERA program on the air.

A Region IV workshop was held in September in Atlanta. It was hosted by Lockheed-Georgia and GLERC, the Georgia-Lockheed Employees' Recreation Club. Chairman of the event was Roy L. McClure, recreation manager.

Topics under discussion included tournaments at the regional, state and national level, in golf, basketball and bowling.

Among those attending were Bob Turner, Fritz Merrell, G. M. Matlack, Bill West, Miles Carter, Reynolds Johnson and Brantley Padgett.

YOUTH TRAVEL CARDS

New posters with application forms for young people's travel discounts are currently being mailed to *Recreation Management* readers.

This service, similar to the one offered earlier this year, entitles employees children between 12 and 22, to 40% off the regular air fare on a stand-by basis, on several airlines flying in North America. Reserved seat travel for young people is also available, up to 25% off the regular fare, on several airlines.

This Flyyoung identification card will enable young people to secure special reduced rates at some hotels in the U.S. and Canada.

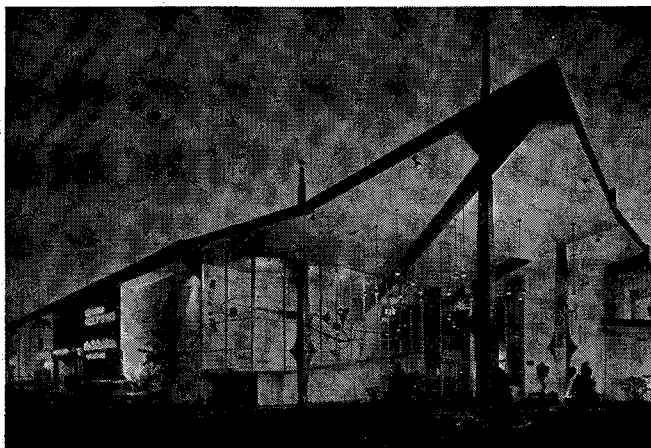
Cost of the card is \$3.00. It need not be renewed and is honored by most major airlines.

SITE CHOSEN FOR '72 CONFERENCE

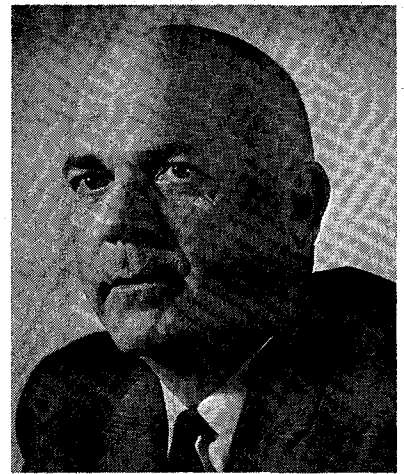
"On to Oakland in '72" will be the rallying cry at the conclusion of the 1971 NIRA Conference in Chicago next June. This California metropolis was selected by the Board of Directors as the site of the 1972 National Conference.

Scene of all the activities will be the Edgewater-Hyatt House.

Hosting the Conference will be the Oakland Industrial Recreation Association, assisted by the Oakland Chamber of Commerce.



The Edgewater-Hyatt House in Oakland, Cal., will be the site of the 1972 National Conference.



IN MEMORIAM

NIRA and its members lost a good friend with the passing of Kenneth Kellough late last month at the age of 62. He had served as president of the Association for 1968-'69, and was a member of the board of directors and several key committees for many years.

At the time of his death, Ken was manager, recreation and welfare, for North American Rockwell Corp. in El Segundo, Cal. He had been with the firm for 29 years.

Ken received his bachelor's degree at Nebraska Wesleyan, where he was a star quarterback for the football team. He received a master's degree in education from the University of Nebraska.

He taught school and coached athletics in Hebron, Nebraska, and then served as school principal in David City, Neb.

Ken went to California in 1940, and the next year joined North American Aviation.

He is survived by his widow, Beth, one daughter, and four grandchildren.

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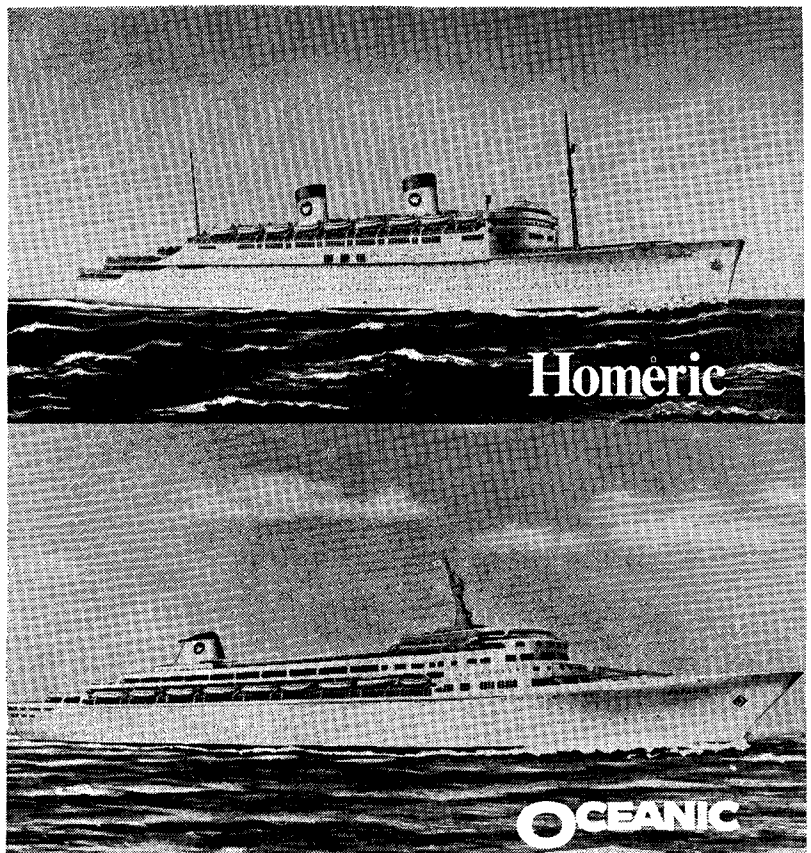
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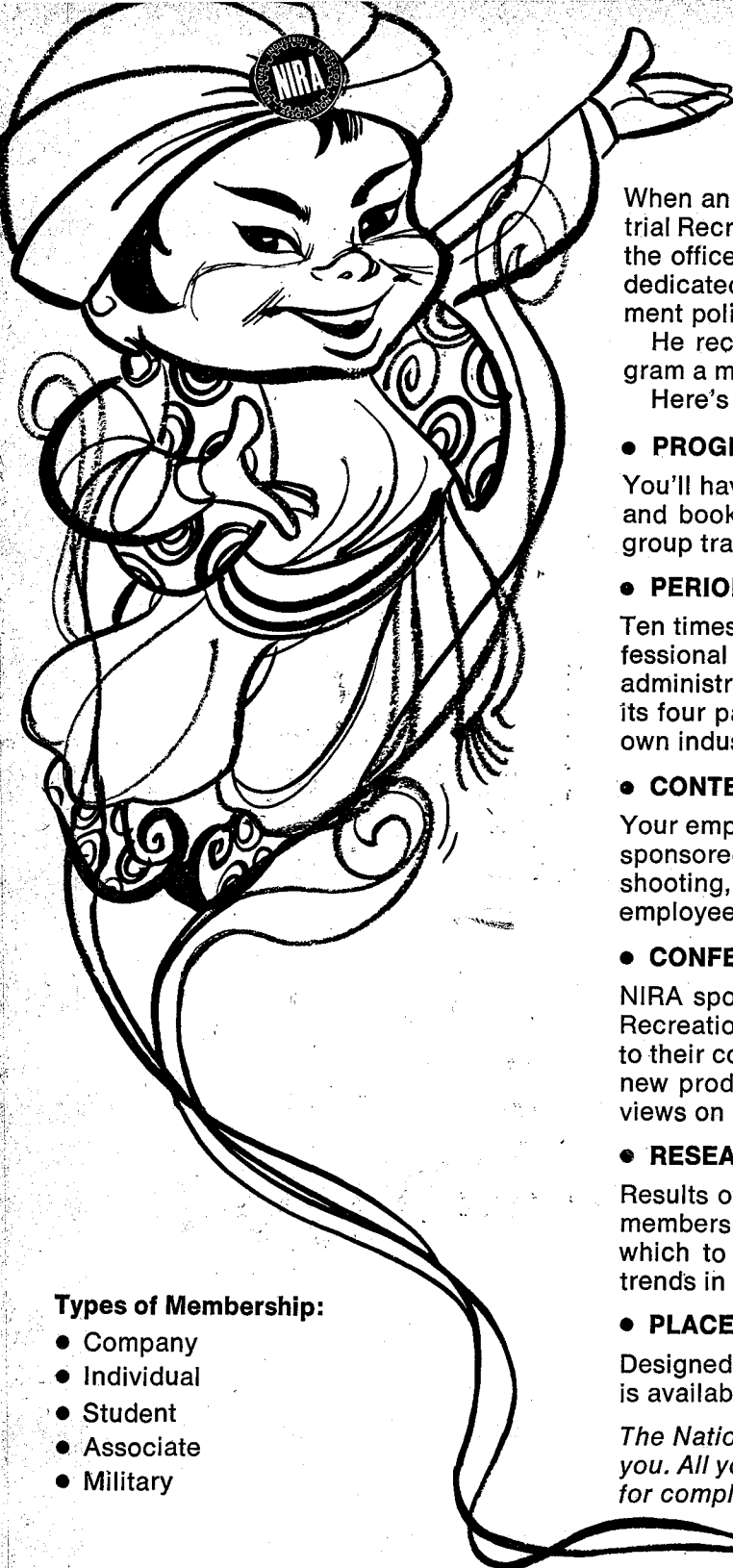


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• PERIODICALS

Ten times a year you'll receive *Recreation Management*, NIRA's professional journal — the only publication directed to the recreation administrator. *The Keynoter* will also be sent to you regularly — with its four pages full of valuable ideas that you can put to work in your own industrial program.

• CONTESTS

Your employees will be eligible to participate in the national contests sponsored annually by NIRA in such fields as bridge, rifle-pistol shooting, golf, bowling and trap shooting. This competition stimulates employee interest and participation for valuable prizes and honors.

• CONFERENCES

NIRA sponsors regional as well as national conferences each year. Recreation administrators meet to exchange ideas, work out solutions to their common problems, learn about new trends and concepts, view new products on exhibit and hear noted professionals present their views on recreation and travel programs.

• RESEARCH

Results of regular surveys conducted by NIRA are made available to members — giving the recreation director a valuable standard against which to measure his own program, and pointing the way to new trends in employee recreation.

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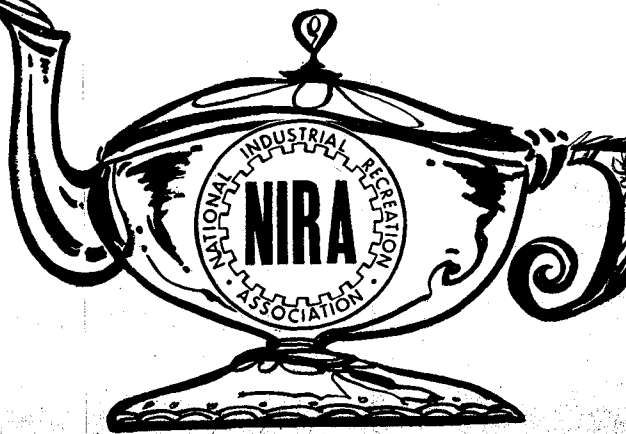
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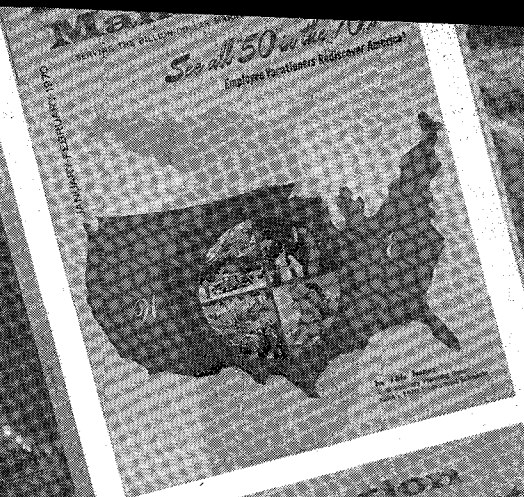
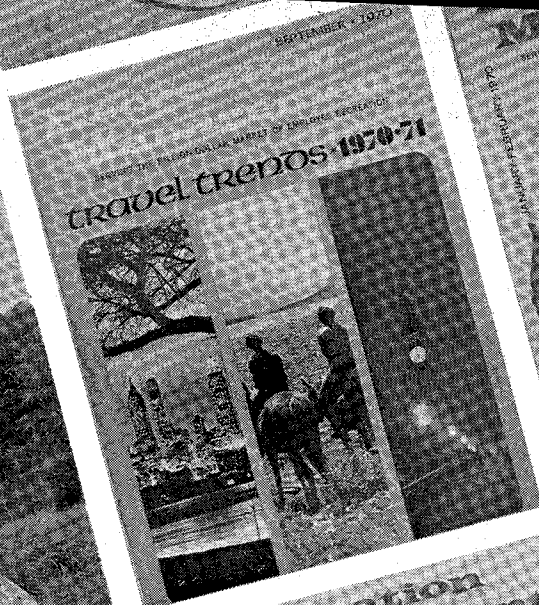
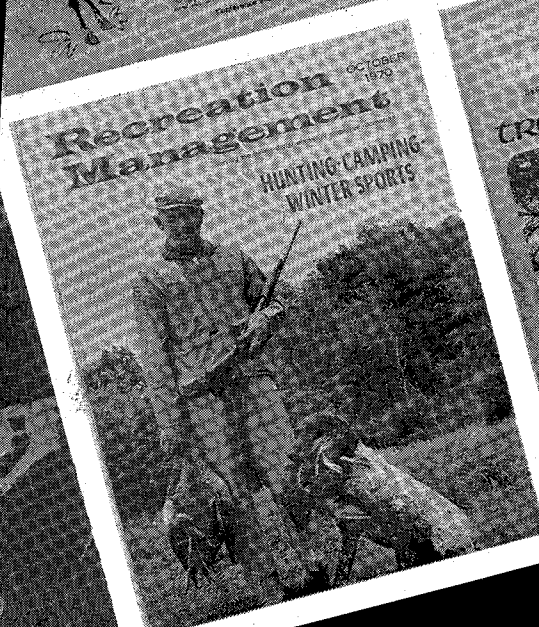
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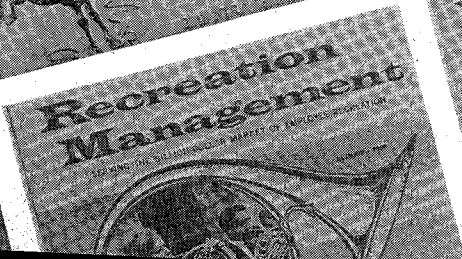
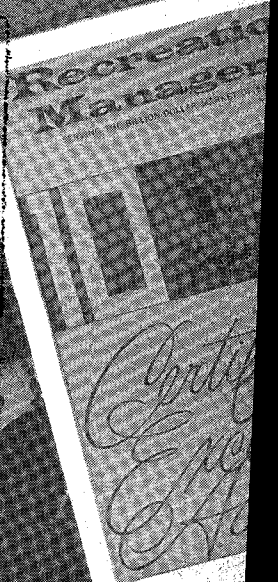
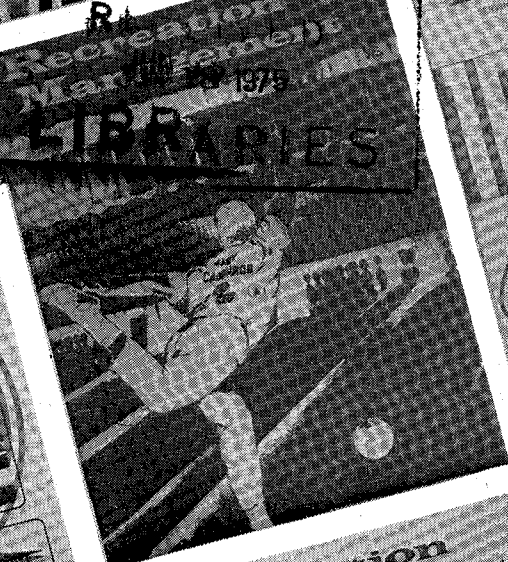
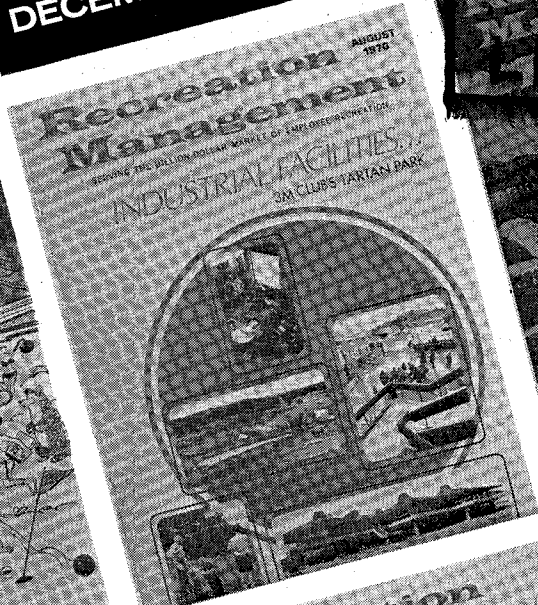
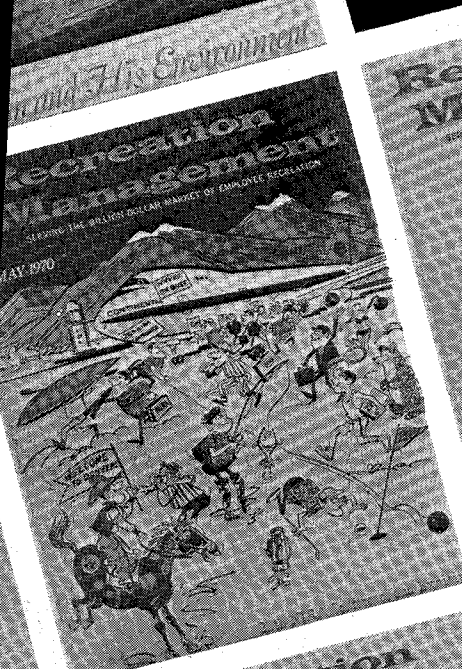


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Volume 13, Number 10

DECEMBER 1970

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ABOUT OUR COVER



This annual issue of R/M traditionally salutes this past year's industrial recreation champions — the winners of NIRA tournaments, Helms Awards and Certificates of Excellence. As in the past, it also contains the Buyers Guide to assist recreation administrators in their purchases of goods and services during the coming year.

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May the peace and joy of this holiday season be with you and yours throughout the coming year.

Martha Daniell
President, NIRA

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JOHN MEYER (CIRA), Motorola, Inc.
Franklin Park, Ill.

EUGENE MILLER, Michigan Bell Tel. Co.
Detroit, Mich.

OTTO SEIBEL, Concordia Publishing House
St. Louis, Mo.

JACK SWANK, Stomberg Datagraphix
San Diego, Calif.

JOHN G. TUTKO (CIRA), Hq., USAF
Washington, D. C.

MIKE VARANESE (CIRA), Lockheed Employees Rec. Club
Burbank, Calif.

FRED WILSON (CIRA), Scovill Mfg. Co.
Waterbury, Conn.

FROM THE PRESIDENT'S DESK . . .



Education for leisure is a comparatively new phrase. If the Recreation Administrator will look objectively at our society today, the lack of education for leisure is as serious as the lack of red blood cells in an anemic individual. Aimless activity that easily degenerates into social problems too often happens in all of our communities. Formerly education meant to most people, preparing to "make a living." While "making a living" used up most of the waking hours, no energy was left for new interests. With the shorter working hours, the importance of education for leisure became evident.

The word "education" in this relationship is not a favorable one for too many people think of this process as "work." In these off-hours only fun and relaxation seem desirable. Just to do what we want to do is not enough, if satisfaction is not gained. In industrial recreation we are in a relationship with our employees to assist them in finding a new and exciting depth in their lives.

Stop for a moment and evaluate **your** time as a Recreation Administrator. Are your "left over" hours after working, eating and sleeping, contributing to a more meaningful life for **you**? Or do those hours, however few, spent as you fly hectically from an activity to TV to another activity, add up to just spending time? Are you buying increased mental and physical health with those hours? This is the true guide.

If your leisure time is meaningful, you will better realize the importance of helping your employees understand why the left-over hours should not be wasted ones. You will offer guidance in making leisure time periods of enjoyment contribute to better people and better employees.

Martha Daniell



Effective Use of Questionnaires

Many of you solicit opinions and statistics to improve your programs and help answer administrative problems. How accurate are your findings? Does your measuring device measure what it is supposed to? Without proper evaluation of procedure and equipment, any poll, large or small, could be worthless.

The measuring device must have reliability, validity, objectivity and suitability. A **reliable** measuring device is one that measures the data the same way, time after time, while a **valid** test is one that measures what you say it will, e.g., your questionnaire on methods of financing recreation programs should receive the same response from each person time after time unless changes have occurred, or you may find yourself with contradictory responses. Your device, while valid, must not leave ambiguities. It must seek answers to your predetermined questions and none else. During construction **objectivity** must prevail so no bias is built into the test. A **suitable** device is one that is accepted by the readers who are neither offended by simplicity nor overpowered by the language. Meeting these four points of criteria a measuring device is considered acceptable for dissemination.

As a measuring device, recreation directors most often use the **open** or **closed** questionnaire or a combination of both. The closed form states questions with pre-determined multiple choices (circle answer 1, 2 or 3;

(Continued on page 21, col. 1)



ROLL CALL OF CHAMPIONS— 1970 TOURNAMENT WINNERS

by Richard H. Wilsman
Vice President, NIRA
Recreation Manager
S. C. Johnson & Son, Inc.

I would like to congratulate the thousands of employees representing the many companies who participated in the 1970 national competitions. As National Tournament Chairman, I personally witnessed enjoyment derived from the friendly competition between employees of different companies in both the national bowling and golf tournaments.

We are planning on organizing many of the tournaments on a regional basis in the near future, to promote even more competition and to cut down on the amount of travel. Watch *Recreation Management* for more details.

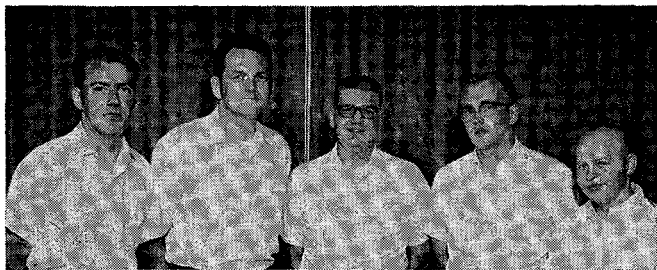
The following is the Roll Call of Champions for 1970 — the winners and runners-up in this past year's national tournaments.

BRIDGE TOURNAMENT

A team of two men from Delco-Remy division of GMC in Anderson, Indiana, won the grand prize in the 1970 NIRA bridge tournament last spring. Awarded a two-week Caribbean cruise, conducted under the supervision of Charles Goren, were P. Jack Eflin and Robert Campbell.

They scored a 70.63% in competition with 1,692 other players at 46 different sites in the United States and Canada.

In second place, with 69.77% was the team of Letha Trimbach and Helen Nealon, Delco Products division of GMC in Dayton, Ohio.



The winning Timken bowling team includes, left to right, Fred Neiningger, Ben Price, Al Duckworth, Joe Baker and Randy Kinser.

BOWLING TOURNAMENT

Ashland, Ohio, was the scene of the NIRA bowling championships on April 24, 25 and 26.

First prize of \$1,000 went to the Department 13 team from Timken Roller Bearing, Canton, Ohio, for a 4,116 total.

The team from Bryant Air Conditioning, Indianapolis, Ind., won second prize, and \$500, for its 4,109 score.

Harold "Shifty" Gears, Eastman Kodak Co., Rochester, N. Y., posted 719 to win the men's single prize of \$100.

In the women's division, team #1 from Ohio Edison Co., Mansfield, Ohio, won first prize of \$150 with a total score of 3,949.

Individual women's honors went to Pauline Wolsel, Ross Laboratories, Columbus, Ohio, for her 667, which won the first prize of \$15.



TRW won its third consecutive golf championship in Class A. From left to right are team members Mike Distransky, Ted Betley, Mike Such and Joe Golob.

GOLF TOURNAMENT

The W. W. Sebald team trophy was retired in the 1970 NIRA Golf Championship, when the team from TRW, Inc., in Cleveland, won the tournament for the third consecutive year, with a score of 585.

This 25th annual tournament was held at the Mayfair Country Club, Uniontown, Ohio, on August 22 and 23.

TRW finished the tournament with 585, six strokes ahead of the second place team, Firestone Tire and Rubber Co., Akron, Ohio.

The #2 team from Champion Papers, Hamilton, Ohio, made a spectacular comeback the second day of the tournament to take top honors in Class B division with a 623. At the end of the first day's play, they were ten strokes back and tied for ninth place — and 24 hours later they had won the Class B championship!

Records fell in medal play, when, in Class A division, Dennis Murphy, Firestone Tire and Rubber Co. in Akron, shot 64 — six under par 70. This set a new West course record at Mayfair, where he also holds the East course record from a previous tournament.

First place in B division medal play also went to a

(Continued on page 6, col. 2)

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DITTMANN TOURS

P.O. Box 199 Northfield, Minnesota 55057
Phone (507) 645-5668

man named Murphy — Bion Murphy, Vapor Corp., Niles, Ill., with a score of 144.



Team #3 from Delco Moraine Div., GMC, won the trapshoot. Back row, left to right are Joe Roush, Means Fields, Jr. and Vain Moon — bottom row, Ward Emerick and R. Soike.

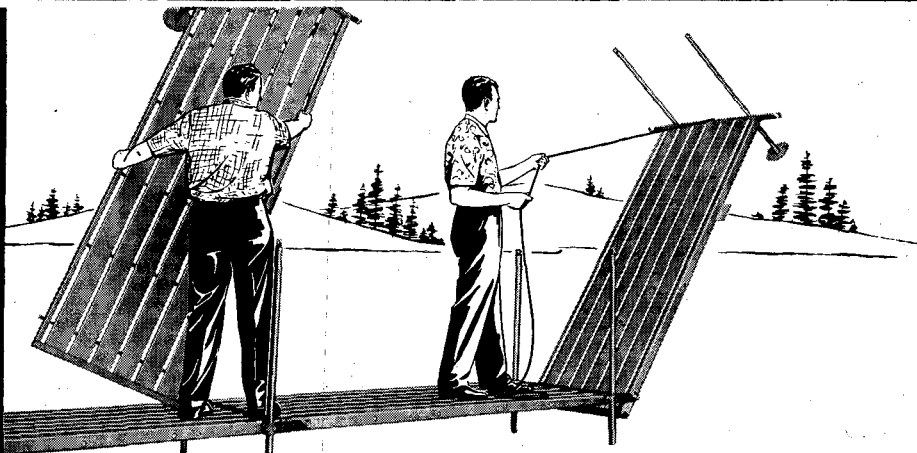
TRAPSHOOT

Last tournament of 1970 was the Annual Armco National Invitational Industrial Trapshoot, co-sponsored by NIRA. The event was held at the Middletown Sportmen's Club, Middletown, Ohio, in September.

The #3 team of Delco Moraine Division of GMC, from Dayton, Ohio, won the championship with a (241 x 250). Second place honors went to the Armco Steel Corp. #1 team from Middletown, Ohio, for their 239.

Winner of the individual shoot-off competition (50 straights) was Kenny Colon, Inland Manufacturing division, GMC, Dayton, Ohio.

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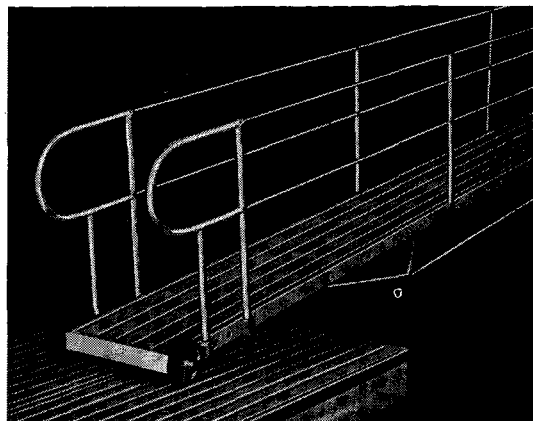


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| <input type="checkbox"/> Week in Curacao, \$171.00* | |

Name of Company _____

Address _____

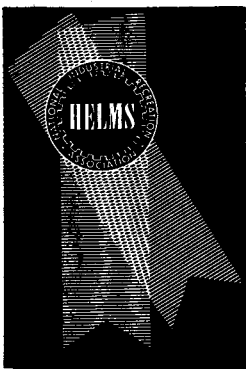
No. of People _____

Approximate Time of Year _____

Individual in charge _____

*All prices based on full pro-rata affinity charter of 250 people round trip from New York with split charter groups acceptable. Rates from other cities on request.

Round trip Air \$125.00; Land \$74.00



FOUR FIRMS WIN HELMS AWARDS

Recognition for developing and maintaining the nation's best all-round recreation program for 1969 went to Fritz J. Merrell when, at the NIRA June Conference, the Helms Award was presented to the Olin Mathieson Chemical Corp. at Pisgah Forest, North Carolina.

Olin's NIRA classification is Class B, companies with 1,001 to 5,000 employees.

The company initiated a recreation program for employees when it was founded in 1939 — and additional impetus was given when, 6 years later, the firm purchased a 375-acre tract of land that has become the site of many recreational events.

Family participation is stressed in Olin's recreation program, which includes a wide variety of activities.

While Olin employs a small staff of qualified college students to amplify its summer waterfront, athletic and playground activities, Fritz Merrell is the only full-time paid staff member.

For many years, Olin teams have been entered in many NIRA tournaments.

Helms award winner in Class A, companies with 1,000 or less employees, was Faultless Rubber Company, Consumer Products division, Abbott Laboratories. Recreation director at Faultless is Howard B. Honaker.

Bowling is one of the most popular activities at Faultless, with approximately 40% of the firm's work force participating.

The company's softball team draws more than 50,000 fans from the entire city of Ashland, Ohio, to its games during the season.

New activities at this award-winning company in the past year have been trap and skeet teams and a golf league.

Employees' children and grandchildren are eligible to participate in a variety of activities at Faultless, in-

cluding baseball, Scout troops, soapbox derby, junior bowling and a special Christmas party.

Recipient of the Helms award in Class C, companies with 5,001 to 10,000 employees, was the Cummins Engine Co. in Columbus Indiana. Charles W. Wilt is recreation director at Cummins.

In addition to providing a full schedule of athletic, social, cultural and hobby activities for employees and their families, this company has stressed community relations in the Indiana community in which it is located.

This was exemplified by the firm's donation of Otter Creek Golf course to Columbus several years ago.

A ten-man board of directors, elected by employees, administers Cummins' program.

New activities inaugurated at Cummins in the past year include archery lessons, boating lessons and an outdoor men's basketball league.

The recreation program at Ford Motor Co., under the supervision of M. John MacLean, was recognized with the Helms award in 1970 for Class D members — companies with more than 10,000 employees.

This year, the company celebrated the 25th anniversary of its recreation program.

Ford's mixed doubles bowling tournament includes more than 1,500 teams and is the largest industrial bowling tournament of its kind in the U.S.

The company's open house and outdoor show was attended by more than 10,000 employees and their families — its Christmas shows by over 43,000 participants.

Bigness is not a qualification for winning awards, however. Ford's recreation program is planned to offer the widest possible *variety* of activities.

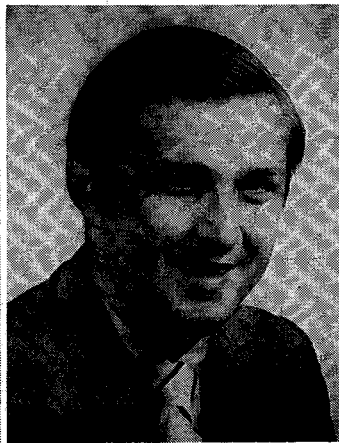
With this in mind, the firm's recreation department recently organized a Pendulum Club for singles, a snowmobile group and a Bronco club.



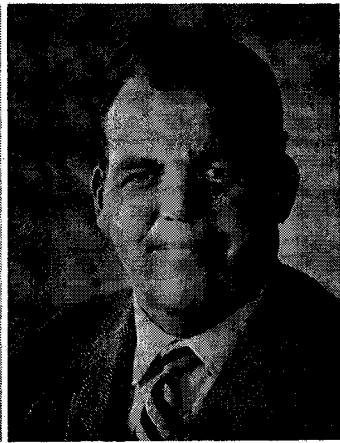
Fritz J. Merrell



Howard B. Honaker



Charles W. Wilt



M. John MacLean

Awards For Excellence

At the Awards Luncheon of the National Conference in Denver last June, Certificates of Excellence were presented to several NIRA member companies, in recognition of outstanding programs in specific activities for the past year.

In the field of **bowling**, a Certificate was awarded to the Kodak Park Athletic Association of Eastman Kodak Co. in Rochester, N.Y., for its outstanding program for men and women employees, retirees, wives and children of employees.

The Kodak Park Athletic Association is under the direction of C. James Moyer.

Another Certificate of Excellence went to the Raytheon Co. in Andover, Mass., for its **golf** program, which showed an increase in participants of 38% over the previous year.

Recreation Director Albert W. Porter organized six leagues of golfers. Each league conducted its own tournament, field day and banquet.

Organized only two seasons ago, the **softball** program at Avco Lycoming-Charleston Plant, Charleston, S. C., grew 100% last year and was awarded a Certificate.

Under the direction of Richard L. Jones, more than 415 employees participated on 22 teams — 20 inter-departmental and two varsity teams.

A Certificate of Excellence for **basketball** was awarded to Sundstrand Corp., Rockford, Ill., where Steve Polaski is Activity Manager.

Ten Sundstrand teams competed in two divisions to make up the basketball league.

A unique office exercise program of the PERA Club won a Certificate of Excellence for the Salt River Project, Phoenix, Ariz., in the **fitness** category.

Employees could participate in a voluntary series of daily desk-side exercises, in place of their usual coffee break, if they wished. A mile walking-course that can be completed during a coffee break was also set up.

Another Certificate of Excellence was awarded to the Scovill Manufacturing Co., Waterbury, Conn., in the division of **women's activities**.

More than one-half of the female employees at Scovill are members of the Girls' Club, which was founded in 1915. Originally established to offer financial assistance to employees in need, the club now also offers a broad range of activities for its members.

Employee Activities Manager at Scovill is Fred A. Wilson.

A Certificate of Excellence for **cultural activities** was awarded to two companies — Lockheed Missiles and Space Co., Sunnyvale, Calif., for its musical and cultural program — and the 3M Company, St. Paul, Minn., for the 3M Club Language Society.

Six separate clubs at Lockheed, under the direction of Ken Leonard, offer employees the chance to participate in this sort of activity.

(Continued on page 22, col. 1)

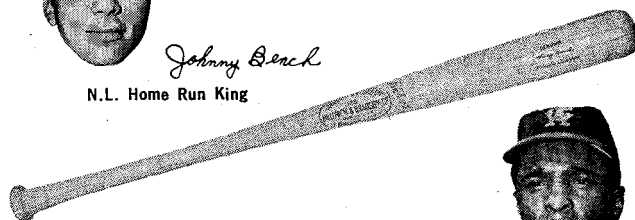
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A complete assortment of Engineered Aluminum
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NIRA 1971 BUYERS GUIDE

Where can one find a certain product? Who offers a specific service? What trip or resort would appeal to vacationing employees?

These are questions that the recreation administrator faces several times during the course of a year.

To assist him in the selection of recreation goods and services, NIRA annually publishes this Buyers Guide. It serves as a year-'round tool in locating the firms that cater to the needs of the recreation director.

All companies listed in this 1971 Buyers Guide have demonstrated their support of the National Industrial Recreation Association — either through membership in the Association, exhibits at NIRA Conferences, or advertisements in **Recreation Management** magazine.

The Buyers Guide is divided into sections which describe a general field of interest — e.g., "Sporting Goods" — and when further classification is necessary, into specific products or services, such as "Golf," a subheading under "Sporting Goods."

In many cases, the firms listed in the Buyers Guide also have advertised in this issue. A note to that effect is found at the end of each listing, so the reader may refer to the ad for a complete appraisal of the product or service.

The categories included in the 1971 Buyers Guide are:

ATHLETIC APPAREL
FOOD, BEVERAGES, VENDING
ENTERTAINMENT
PRIZES, TROPHIES, GIFTS
RECREATION EQUIPMENT AND FACILITIES
SERVICE ORGANIZATIONS
SPORTING GOODS

— Baseball — Softball
 — Basketball
 — Bowling
 — Football
 — Golf
 — Shooting Sports
 — Tennis
 — Misc. Sporting Goods

TRAVEL SERVICES

— Carriers
 — Hotels and Resorts
 — Tour Operators
 — Convention Bureaus

MISCELLANEOUS

ATHLETIC APPAREL

AMERICAN MACHINE & FOUNDRY CO. 516/ED 3-6900

Full line of bowling equipment—and sporting goods under the Voit label.

—J. M. Schoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

CONVERSE RUBBER CO. 617/322-1500

Footwear for basketball, tennis, track, wrestling, football, boating, fishing and hunting.

—Gib Ford, 392 Pearl St., Malden, Mass. 02148

KING LOUIE INTERNATIONAL, INC. 816/363-5212

Bowling shirts and blouses; skirts and slacks.

—J. Glenn, 311 W. 72nd St., Kansas City, Mo. 64114

FOOD, BEVERAGES, VENDING

ARA SERVICES, INC. 215/545-4600

Food service management for business and industry. Vending and manual food services; coffee cart and mobile service; special event catering.

—Independence Square S.W., Philadelphia, Pa. 19106

CANTEEN CORP. 312/DE 7-5900

Food service management and complete vending systems.

—James Aikens, 1430 Merchandise Mart, Chicago, Ill. 60654

COCA COLA, U.S.A. 404/875-3411

Manufacturer of syrup for Coca Cola, Sprite, Fanta and Tab for bottle, fountain, pre-mix, can. Offered to industry through bottlers, wholesalers, jobbers and cup operators in vending machines and over-the-counter dispensers.

—J. T. Daniel, Jr., P.O. Drawer 1734, Atlanta, Ga. 30301

GOLD MEDAL PRODUCTS CO. 513/381-1313

Concession and vending machines and supplies. Mfr. of popcorn poppers and venders, coffee venders, cotton candy machines, sno-kone machines, slush machines, syrups, paper

goods. Snack venders: popcorn, coffee, candy, canned drink, cigarettes. Free catalogs and operations booklet.

—J. C. Evans, V.P., 1896 Freeman Ave., Cincinnati, O. 45214

LOFT'S CANDY CORP. 303/825-0546

Candies for fund raising; quantity discount purchasing for all holidays and special occasions.

—Jean Avery, 1700 W. Colfax Ave., Denver, Col. 80204

PROPHET FOODS CO. 313/259-1400

—J. E. Rather, Pres., 2301 Lafayette, Detroit, Mich. 48216

SERVOMATION OF SO. CALIFORNIA 213/634-8100

—R. E. Wensel, 3201 E. 59th St., Long Beach, Cal. 90805

ENTERTAINMENT

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We will provide special services for groups wishing to attend Cub games at Wrigley Field. Special handling of group ticket orders (20 or more tickets), group will be met at ball park by club representative, and special food services can be provided if wished.

—David J. Lamont, Dir., Group Sales, Wrigley Field, Clark and Addison Sts., Chicago, Ill.

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Walt Disney's magic kingdom.

—Milt Albright, 1313 Harbor Blvd., Anaheim, Cal. 92803

FILMS, INC. 312/256-4730

16-mm. Hollywood feature films for rental.

—Allen Green, 1144 Wilmette Ave., Wilmette, Ill. 60091

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See top attractions playing the Los Angeles area. Skilled specialists provide special group rates, industrial planning posters, order forms and transportation information.

—Group Sales Dept., P.O. Box 10, Inglewood, Cal. 90306

(See ad on page 19)

HOLIDAY ON ICE 212/736-9669

Special ice show performances for employee rec. groups, com-

pany parties, etc. Group rates. Promotional help available.
—Rod Kimble, 2 Pennsylvania Plaza, New York, N.Y. 10001

MEL HUMMITZCH THEATRICAL AGENCY, INC. 414/458-3588
—Melvin Hummitzch, 2021 N. 19th St., Sheboygan, Wis. 53081

ICE CAPADES, INC. 213/HO 9-2767
Family entertainment for your group.
—Group Sales Dept., 6121 Santa Monica Blvd., Los Angeles, Cal. 90038

NEW HAIR COMPANY 212/265-4777
The American tribal love rock musical.
—Mario De Maria, 236 W. 55th St., New York, N.Y. 10019

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Complete entertainment service. Serious speakers, sports speakers, humorists — name attractions. Variety shows, children's Christmas shows, picnic entertainment, amusement rides.
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—H. Palmtag, 1720 South Shores Road, San Diego, Calif. 92109

UNIVERSAL STUDIOS
Memorable tour of movie studio.
—Director of Sales, P.O. Box 8620, Universal City, Cal. 91608

PRIZES, TROPHIES, GIFTS

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Custom made awards.
—John Ford, 2555 W. Diversey, Chicago, Ill. 60647

EDWIN W. LANE CO. 312/782-2317
Incentive awards, trophies, plaques, ribbons, buttons, emblematic jewelry, business gifts, advertising specialties, prizes, novelties.
—Don Thompson, 32 W. Randolph St., Chicago, Ill. 60601

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Christmas toys and packages, candy canes and stockings; party favors and hats for New Year.
—Dave Shanker, 1640 Superior Ave., Cleveland, O. 44114

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ALUMIDOCK DIV. OF METALLIC LADDER MFG. CORP. 716/358-6201
Full line of aluminum waterfront equipment, including portable aluminum docks, floating aluminum docks, aluminum ramps and stairways and aluminum swimming floats.
—41 S. Washington St., Randolph, N. Y. 14772
(See ad on page 6)

AMERICAN PLAYGROUND DEVICE CO. 317/642-0288
Park and playground apparatus; heavy duty playground, swimming pool, dressing room equipment, picnic grills and tables, park benches, softball and tennis backstops, basketball goals and backstops, chain-link steel tennis nets, outdoor physical conditioning apparatus.
—Warren P. Miller, Pres., Service Center, 1801 Jackson St., Anderson, Ind. 46015

EVERWEAR PARK & PLAYGROUND EQUIPMENT, INC. 414/567-8301
Full line of long-lasting park and playground equipment.
—Jake Price, 36535 W. Hwy. 16, Oconomowoc, Wis. 53066

GENERAL PLAYGROUND EQUIPMENT, INC. 317/459-4961

The "Fun Ful" line of park and playground equipment and swimming pool apparatus.
—P.O. Box 608, Kokomo, Ind. 46901

J. E. GREGORY CO. 509/TE 8-2144
Portable game standards, swing-away handball and paddleball courts.
—Jack Gregory, 922 W. First, Suite 221, Spokane, Wash. 99204

GYM EQUIPMENT RESEARCH AND DEVELOPMENT, INC. 916/481-0236
The ultra-training bike and allied fitness equipment.
—Russ Warner, 3201 Orange Grove Ave., North Highlands, Cal. 95660

LOMMA ENTERPRISES, INC. 717/343-4741
Prefabricated miniature golf courses for indoors or outdoors. Complete franchise program with no franchise or royalty fees.
—J. C. Rogari, VP/Marketing, 305 Cherry St., Scranton, Pa. 18501

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Complete line of playground equipment featuring fiberglass swings, slides, whirls, tables, benches and shelters in permanent colors. New 3 and 5 row portable bleacher in rainbow colored fiberglass.
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MOBILE RENTAL 312/623-7647
Snowmobile rental—purchase options available.
—2758 Washington St., Waukegan, Ill. 60085

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Recreation riding vehicles, accessories, apparel. Full service for all seasons. Motorcycles, snow vehicles, all-terrain vehicles, trail bikes and homebuilt aircraft. Leasing by hour, day, week or season. We outfit parade troupes.
—George E. Specht, 5546 W. 79th St., Burbank, Ill. 60459

RECREATION EQUIPMENT CORP. 317/643-5315
Playground equipment, swimming pool equipment, indoor basketball backstops.
—John D. Nash, Dept. RM, Anderson, Ind. 46011

WITTEK GOLF RANGE SUPPLY CO., INC. 312/463-2636
Complete line of equipment and supplies for golf ranges, miniatures, par-3 and regulation courses.
—Robert Wittek, 3650 Avondale, Chicago, Ill. 60618

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Official softball rulebook and guide; **Balls & Strikes**, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.
—Don Porter, 4515 N. Santa Fe, Oklahoma City, Okla. 73118

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Non-profit, non-partisan ass'n of Americans 55 years or older, retired or not. Among member services are worldwide tour programs specially tailored for older persons.
—1225 Connecticut Ave., N.W., Washington, D.C. 20036

AMERICAN BOWLING CONGRESS 414/962-3520
Non-profit, non-commercial male bowling organization offering membership services and promotion, equipment specifications, rules, equipment testing, field services, free film library, 2 monthly national publications, etc.
—Frank K. Baker, 1572 E. Capitol Dr., Milwaukee, Wis. 53211

THE ATHLETIC INSTITUTE 312/527-2680
Producer and distributor of audio-visual and printed instructional aids on physical education, athletic and rec. subjects.

—Robert Bluth, 805 Merchandise Mart, Chicago, Ill. 60654

BICYCLE INSTITUTE OF AMERICA, INC. 312/685-5134

Service and consultant advice on bicycle, safety, touring programs and bike routes.

—Robert M. Cleckner, Field Director, 3812 N. Lowell Ave., Chicago, Ill. 60641

BOWLING PROPRIETORS ASS'N OF AMERICA 312/894-5800

National non-profit trade ass'n with varied line of services for proprietor members and establishments. Also sponsors Youth Bowling Ass'n.

—Howard C. Seehausen, Ex. Dir., W. Higgins Rd., Hoffman Estates, Ill. 60172

DISCOVER AMERICA TRAVEL ORGANIZATIONS 202/293-1433

Non-profit travel promotion/service ass'n. Sponsors world-wide "Discover America" campaign and provides information and assistance in travel promotion to industry through its members.

—James Gross, 1100 Conn. Ave., N.W., Washington, D. C. 20036

DENVER INDUSTRIAL RECREATION ASS'N

—1445 Cleveland Pl., Room 304, Denver, Col. 80202

FISH AND GAME FRONTIERS, INC. 412/935-4310

Sportsman's travel consultants. All outdoor trip arrangements handled for individuals, groups or business recreation programs.

—Dr. Michael Fitzgerald, Pearce Mill Rd., Wexford, Pa. 15090
(See ad on page 16)

FITNESS FINDERS 215/965-4373

Complete physical fitness literature, counseling and program service for all employee levels.

—Charles Kuntzleman, 222 Main St., Emmaus, Pa. 18049

INTERNATIONAL ASS'N OF AMUSEMENT PARKS

312/RA 6-1529

Dedicated to publicizing advantages of using amusement parks for company picnics and outings.

—Robert H. Blundrea, Ex. Sec., 203 N. Wabash Ave., Chicago, Ill. 60601

NATIONAL BOWLING COUNCIL 202/659-1570

Materials and programs for the promotion of bowling in industrial plants, factories and industry in general.

—V. A. Wapensky, 2000 L St., N.W., Suite 808, Washington, D. C. 20036

NATIONAL GOLF FOUNDATION 312/527-3564

Source of planning and organizing information for the development of all types of golf facilities. Books, factual golf information sheets and a field service staff for personal consultation, are available to individuals and groups in planning any type of golf facility. In addition, an educational service division is maintained and provides golf consultation personnel, books and films to assist in establishment of sound programs of golf instruction.

—Don A. Rossi, 707 Merchandise Mart, Chicago, Ill. 60654

NATIONAL INDUSTRIAL RECREATION ASS'N 312/263-6696

National non-profit ass'n dedicated to promoting recreation among industrial employees. Major source of recreational program information. Publishers of **Recreation Management**.

—Michael A. Fryer, Ex. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

NATIONAL RIFLE ASS'N 202/783-6505

Recreational shooting programs for rifle, pistol and shotgun. Publications on shooting subjects.

—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washington, D. C. 20036

NATIONAL SHOOTING SPORTS FOUNDATION, INC.

203/637-3618

Non-profit trade ass'n of sporting arms and ammunition, com-

ponents, accessories, clothing, etc.; publishing members. Distributes literature on hunting and shooting.

—Charles Dickey, Dir., 1075 Post Rd., Riverside, Conn. 06878

NATIONAL SPORTING GOODS ASS'N 312/944-0205

National trade ass'n for the sporting goods industry; publishers of **Selling Sporting Goods**, monthly trade magazine.

—G. Marvin Shutt, Ex. Dir., 717 N. Michigan Ave., Chicago, Ill. 60611

SAN DIEGO INDUSTRIAL RECREATION COUNCIL

—R. C. Smith, San Diego Recreation Dept., Administration Bldg., Balboa Park, San Diego, Cal. 92101

UNITED BUYING SERVICE 212/LT 1-9494

Largest buying service of its kind in No. America; provides new cars at substantial savings, and the same kind of savings on household appliances, carpeting and many other major items for the home. Substantial savings even for group and charter travel.

—B. A. Brown, Pres., 1855 Broadway, New York, N.Y. 10023

U. S. SLO-PITCH SOFTBALL ASS'N 414/786-9560

—Mark Farrington, 2850 S. 166 St., New Berlin, Wis. 53151

WOMAN'S INTERNATIONAL BOWLING CONGRESS

614/486-5238

Non-profit membership organization dedicated to providing services, including an annual championship tournament, to three million sanctioned women bowlers.

—Mrs. Freda S. Botkin, Ex. Sec-Treas., 1225 Dublin Rd., Columbus, O. 43215

SPORTING GOODS

Baseball — Softball

ADIRONDACK, DIV. OF ROWAN INDUSTRIES, INC.

315/429-8511

Baseball and softball bats, Little League and Youth League bats, baseball accessories.

—Paul F. Raphel, Jr., VP/Operations, Howard J. Bruns, VP/Sales-Customer Service, McKinley Ave., Dolgeville, N. Y. 13329

J. DE BEER & SON, INC.

518/438-7871

Manufacturer of baseballs and softballs.

—5 Burdick Dr., Albany, N. Y. 12205

—P.O. Box 11-570, Albany, N. Y. 12211

FLEXI-GRIP DIV., EATON YALE & TOWNE, INC. 216/666-1101

Grips for bats.

—Wally Ulrich, 1252 Mina Ave., Akron, O. 44321

HANNA MFG. CO.

404/LI 8-2244

Baseball, softball, Little League and other youth league bats.

—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO.

502/585-5226

"Louisville Slugger" baseball, softball and aluminum bats.

—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201

(See ad on page 9)

LANNOM MFG. CO.

615/455-0691

Baseballs, softballs, bats, ball bags, scorebooks.

—R. D. Clay, Tullahoma, Tenn. 37388

WILSON SPORTING GOODS CO.

312/GL 6-6100

Complete line of baseball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

Basketball

CONVERSE RUBBER CO. 617/322-1500
Footwear for basketball.
—Gib Ford, 392 Pearl St., Malden, Mass. 02148

SPALDING SALES CORP. 413/536-1200
Varied line of basketball equipment.
—Howard Nannen, Gen. Sales Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312/GL 6-6100
Varied line of basketball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

Bowling

AMF, INC. 516/ED 3-6900
Complete line of bowling equipment and accessories.
—J. M. Schoenberg, Jericho Turnpike, Westbury, L. I., N. Y.

Football

SPALDING SALES CORP. 413/536-1200
Varied line of football equipment.
—Howard Nannen, Gen. Sales Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312/GL 6-6100
Varied line of football products.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

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FAULTLESS GOLF PRODUCTS, DIV. ABBOTT LABS. 419/322-1533
Golf equipment—golf clubs and solid state golf balls.
—Jack Kehl, Mgr. Sales and Services, 268 E. Fourth St., Ashland, O. 44805

FLEXI-GRIP DIV., EATON YALE & TOWNE, INC. 216/666-1101
Golf club grips.
—Wally Ulrich, 1252 Mina Ave., Akron, O. 44321

HILLERICH & BRADSBY CO. 502/585-5226
"Louisville Slugger" and "Power-Bilt" golf clubs.
—Frank McMenamin, P. O. Box 506, Louisville, Ky. 40201
(See ad on page 9)

HOUSE OF GOLF 419/385-3050
—Fred Hockenberger, 776 Carlton Ave., Toledo, O.

LOMMA ENTERPRISES, INC. 717/343-4741
Prefabricated miniature golf courses for indoors or outdoors.
Excellent financing available.
—J. C. Rogari, VP/Marketing, 305 Cherry St., Scranton, Pa. 18501

NORTHWESTERN GOLF CO. 312/275-0500
Golf equipment and accessories.
—Alfred Wiswell, 4701 N. Ravenswood Ave., Chicago, Ill. 60640

VY-MAR ENTERPRISES
Golf clubs, bags, balls, carts and accessories at discount prices.
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WILSON SPORTING GOODS CO. 312/GL 6-6100
Complete line of golf equipment.

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WITTEK GOLF RANGE SUPPLY CO., INC. 312/463-2636
Complete line of equipment and supplies for golf ranges, miniatures, par-3 and regulation courses. Personalized golf balls our specialty.
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Lightweight, single-shot air rifles and pistols. No recoil, safe to use indoors or out.
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DETROIT BULLET TRAP 312/359-4080
The safe "Selectronic" range for indoor shooting.
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WINCHESTER WESTERN, DIV. OF OLIN 203/777-7911
Service and consultation on industrial recreational shooting programs and equipment.
—Jim Dee, 275 Winchester Ave., New Haven, Conn. 06504

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CONVERSE RUBBER CO. 617/322-1500
Footwear for tennis.
—Gib Ford, 392 Pearl St., Malden, Mass. 02148

FLEXI-GRIP DIV., EATON YALE & TOWNE, INC. 216/666-1101
Grips for tennis rackets.
—Wally Ulrich, 1252 Mina Ave., Akron, O. 44321

WILSON SPORTING GOODS CO. 312/GL 6-6100
Varied tennis line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

Miscellaneous

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ADIRONDACK, DIV. OF ROWAN INDUSTRIES, INC. 315/429-8511
Toboggans and accessories, snow toys, archery bows and accessories, croquet, hockey sticks and accessories.
—Paul F. Raphael, Jr., VP/Operations, Howard J. Bruns, VP/Sales-Customer Service, McKinley Ave., Dolgeville, N. Y. 13329

CONVERSE RUBBER CO. 617/322-1500
Footwear for basketball, tennis, track, wrestling, football, boating, fishing and hunting.
—Gib Ford, 392 Pearl St., Malden, Mass. 02148

COSOM CORP. 612/545-2535
Quality plastic sporting goods products for a variety of recreation programs, indoors or outdoors.
—6030 Wayzata Blvd., Minneapolis, Minn. 55416

HILLERICH & BRADSBY CO. 502/585-5226
"Louisville Slugger" hockey sticks.
—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201
(See ad on page 9)

SPALDING SALES CORP. 413/536-1200
Varied line of basketball, football and other sporting equipment.

—Howard Nannen, Gen. Sales Mgr., Chicopee, Mass.

UNIVERSAL ATHLETIC SALES CO.

—Jack Brown, 4707 E. Hedges Ave., Fresno, Cal. 93703

TRAVEL SERVICES

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212/758-6300

—Andre Lefevre, 1350 Avenue of the Americas, New York, N. Y. 10019

ALITALIA AIRLINES

Group travel organizers.

—Raymond F. Aubel, Marketing Mgr., 666 Fifth Ave., New York, N. Y. 10019

(See ad on page 18)

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One of the largest of the certificated supplemental air carriers. Twenty-eight years of experience in charter flights. American Flyers Airline has flown into over 300 different cities in 32 different countries in just the past two years.

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—224 E. 38th St., New York, N. Y. 10016

BRANIFF INTERNATIONAL

214/358-8317

—George Grant, P.O. Box 35001, Dallas, Tex. 75235

CAPITOL INTERNATIONAL AIRWAYS

615/244-0600

—Clifford Dancer, VP/marketing, Metropolitan Airport, Nashville, Tenn. 37217

(See ad on page 7)

CONTINENTAL AIRLINES

213/646-2810

Major scheduled airline offering exceptional group and individual transportation and tours throughout the western two-thirds of the U. S., Hawaii and Trust Territories of Pacific Islands (Micronesia). 1970 NIRA Nat'l Conf. Official Carrier.

—Wayne Brockman or Lawrence Reid, International Airport, Los Angeles, Cal. 90009

(See ad on page 2)

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Eastern's "Charters Unlimited" program is now available for your '71 and '72 bookings. Exciting sun and fun resorts—Florida (East and West coasts), the Bahamas, Mexico, Bermuda, Puerto Rico and Jamaica—offer low off-season rates. This is the perfect time to plan your group trips.

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FRONTIER AIR LINES

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Airline service to over 100 cities in 17 states. Special group, family and excursion discount fares. Complete package tour programs to all major western and midwestern recreation areas. Corporate recreation and incentive programs available.

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Luxury liners S. S. Oceanic and S. S. Homeric perform year-around 7-day cruises from New York to the Bahamas as well as Caribbean cruises of varying durations.

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—Bruno J. Bader, Commercial Sales Mgr., 410 Park Ave., New York, N. Y. 10022

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PRUDENTIAL-GRACE LINES, INC.

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—Fred W. Weck, 3 Hanover Square, New York, N.Y. 10004

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Group travel, U.S. and Canada.

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(See ad on back cover)

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Group charter flights throughout the 50 states plus Canada and Mexico.

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(See ad on page 17)

WORLD AIRWAYS, INC.

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Group charter flights aboard Boeing 707 fan jets to Europe, Hawaii and the Orient.

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ABBAY VICTORIA HOTEL

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Located at Rockefeller Center adjacent to theatre district and Fifth Avenue stores.

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—Andrew Edgeworth, 1407 E. Main St., Santa Maria, Cal. 93454

INN OF THE FOUR LAKES

—R. D. Fisher, Lisle, Ill. 60532

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National and international sales. Over 200 hotels and motor

inns. Corporate sales offices in principal cities.

—Michael Ailion, Dir. of Sales, No. America, 470 Atlantic Ave., Boston, Mass. 02210

KINGS CASTLE HOTEL & CASINO

—R. Davis, 150 Powell St., Mez., San Francisco, Cal. 94102

LAKEVIEW INN & COUNTRY CLUB

—William B. Pace, Route 6, Box 88A, Morgantown, West Virginia 26505

LAS VEGAS HACIENDA, INC.

—Clem Bernier, General Mgr., 3950 Las Vegas Blvd., South, Las Vegas, Nev. 89109

MT. HOME HOLIDAY INN

—Vernelle Hudspeth, P.O. Box 500, Mountain Home, Ark. 72653

PLAYBOY CLUBS INTERNATIONAL, INC. 312/MI 2-1000

World-renowned entertainment clubs featuring vacation resorts in Jamaica, Wisconsin and Florida.

—Arnold Morton, Ex. VP, 919 N. Michigan Ave., Chicago, Ill. 60611

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Owners of Paradise Island, 300 yards off the coast of Nassau, connected by multiple span bridge—owners of 250-room Britannia Beach hotel, 500-room Paradise Island hotel and villas (fully operated by Loew's), 52-room Ocean club, 20,000 sq. ft. Paradise Island Gambling Casino and Le Cabaret Theatre (top entertainment—holds 1,000 people), championship golf course, riding stables, marina, etc.

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THE GRAND METROPOLITAN HOTEL GROUP—ROYAL MANHATTAN

Hotels in London, Paris, Amsterdam, Brussels, Ireland, Scotland, south of France.

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Group bookings—212/JU2-0300

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Outstanding facilities for the group or individual traveler at resort or metropolitan hotel facilities around the world.

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Unusual resort on Gulf of Mexico, including hotel, motel, cottages and a private club with extensive facilities for conventions and functions. 2200' private beach, three pools, putting green, tennis and shuffleboard courts, sailing prams.

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New international and domestic hotel chain with properties in Mexico City, Hawaii and Virgin Islands.

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AITs, INC. AMERICAN INTERNATIONAL TRAVEL SERVICE 617/969-4100

Incentive, convention and organized "carnival vacations" to Hawaii, Europe, Caribbean and the Orient.

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Complete travel services, travelers cheques, credit cards, money orders, foreign remittance.

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Group travel programs.

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Group specialists—Europe, Orient, Mexico, Hawaii, South Seas, United States, Canada. Regional offices coast to coast.

—Edward Lewis, National Sales Mgr., 850 Boylston St., Chestnut Hill, Mass. 02167

(See ad on page 18)

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Group tours.

—P.O. Box 199, Northfield, Minn. 55057

(See ad on page 6)

ETSIA CLUB VACATIONS 212/246-9228

Specialist—one week vacations.

—Kirk Aguer, 576 Fifth Ave., New York, N. Y. 10036

FISH AND GAME FRONTIERS, INC. 412/935-4310

Sportsman's travel consultants. All outdoors trip arrangements handled for individuals, groups or business recreation programs.

—Dr. Michael Fitzgerald, Pearce Mill Rd., Wexford, Pa. 15090

HAWAIIAN ADVENTURES

—R. H. Deighton, 77 Franklin St., Boston, Mass. 02110

INTERLUDE INTERNATIONAL CORP.

—Alfred Rosenthal, 850 Boylston St., Chestnut Hill, Mass.

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Travel counselors to industrial groups, offering special programs as well as regular weekly departures for large and small groups to Hawaii, Mexico, London, Spain and various Caribbean destinations.

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Complete travel services. Specializing in incentive, professional and employee recreational travel programs, world wide. Conducted tour packages. We have 3,000 motor coaches at your disposal throughout Europe.

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(See ad on page 21)

TRAVEL MANAGEMENT CORP. 312/751-1440

Specializing in incentive, pre- and post-convention tours, employee trips and ass'n travel. Nationwide public corporation—18 offices.

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TRAVELPOWER, INC. 414/332-7834
—Stuart Lopata, 509 W. Silver Spring Rd., Milwaukee, Wis. 53217

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Complete arrangements made for sporting vacations.
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Parent corporation to Hawaiian Holidays, South American Holidays, California Holidays.
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—Ted G. Sprague, Mgr., 1320 Webster St., Oakland, Cal. 94612

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Vacation planning, group tours—golf, fishing, sailing, etc.
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DEWEY CARTER CO.
—David Williams, 369 Mathew St., Santa Clara, Cal. 95050

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Representative of skiing industry in Colorado.
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—Bill Neel, Mgr., 1407 Claremont Ave., Ashland, O. 44805

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Designers and builders of luxury apartments and retreats.
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WHITMAN PUBLISHING CO., DIV. OF WESTERN PUBLISHING CO.
Manufacturers of plastic-coated playing cards.
—Jerry Brown, Racine, Wis.

Directory to Be Published

The NIRA Membership Directory, published annually, will be incorporated into the January/February, 1971 issue of *Recreation Management*.

In addition to names and addresses of NIRA members in all classifications, the Directory will also include an up-to-date copy of the Association's By laws.

The Directory will be bound into the January/February issue of member's copies only.



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Sportsman's Travel Consultants
A new dimension for the American Outdoorsman
... Fishing, hunting, canoeing, packtrips, safaris
... United States, Canada, Bahamas, South America, Mexico, Alaska, Asia, N.W.T.—world-wide frontiers in outdoors adventure.

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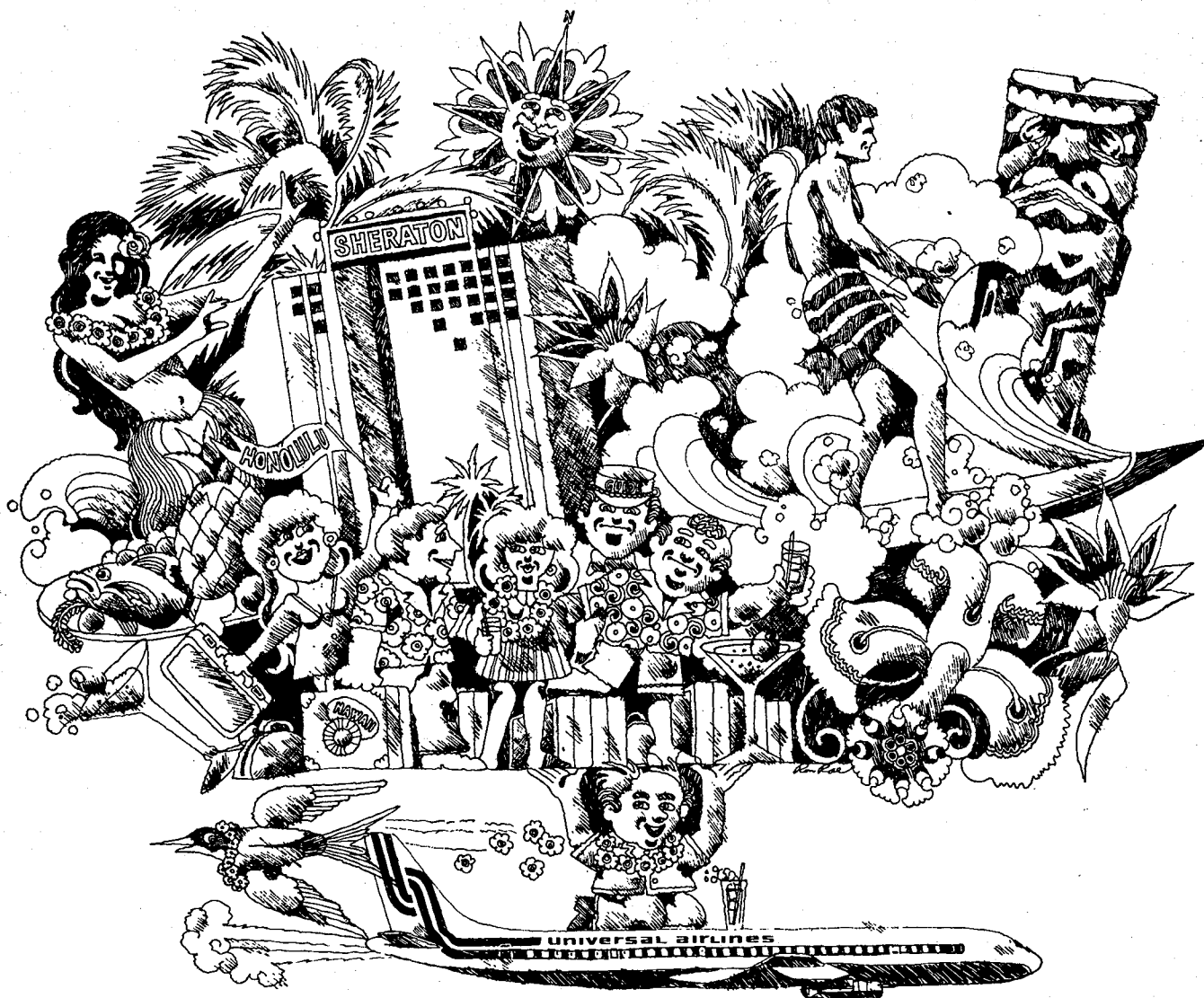
Consider the benefits of offering outdoors adventures in your company's program of customer entertainment, sales incentive or special employee bonuses. We can help you in every phase of developing this exciting dimension for people you care about.

We invite your inquiry.



Fish and Game Frontiers
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Just look what Universal's Breakaway Tour to Hawaii gives you for *less than the cost of round trip economy air fare alone* aboard a scheduled airline:

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NIRA Newsletter Bylaw Changes

Bylaw changes were made by NIRA member companies in a recent mail-referendum vote.

Directly affecting membership and dues in the Association, the changes:

1 — Provide for a new classification of membership, a special individual membership, for which annual fees will be \$10. This membership is available to individuals interested in NIRA activities and objectives who are fulltime employees of a NIRA member company, or a company which belongs to a NIRA-member industrial recreation association or council. These members shall receive publications and correspondence of NIRA, but shall not have voting rights, hold office, receive consultation or research services, receive reduced rates on placement, tournaments or other special promotions.

2 — Cancelled the higher fee structure that was to have gone into effect January 1, 1971, and maintains the membership fees at the same level at which they are currently operating. The fee structure will be:

Companies with less than 1,000 employees, \$35; companies with 1,001 to 5,000 employees, \$75; companies with 5,001 to 10,000 employees, \$105; companies with more than 10,000 employees, \$135.

NIRA NOTES



Attending one of the planning sessions for NIRA's 1971 Conference in Chicago are, left to right, Michael A. Fryer, Executive Director; P. J. McCarthy, 1971 Conference Chairman; and Arthur L. Conrad, Vice President of NIRA.

NIRA PUBLICATIONS

"Institute of Recreation Advancement and Development (Course of Study, Management and Program Manual)," 207 pp \$ 2.00
"How to Organize and Manage Tournaments," 36 pp \$ 2.25
"Standard Sports Areas," 64 pp \$ 2.25
"Top Management Speaks," 26 pp \$ 1.25
"NIRA Master Program Data Survey," 36 pp \$45.00
Costs include postage and handling

Send check or money order to

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Oct.-May—Los Angeles Lakers Basketball

Oct.-May—Los Angeles Kings Hockey

Jan. 5-17—Holiday on Ice

Jan. 30 & 31—Harlem Globetrotters

To be announced—Tennis

May 20-23—Forum Championship Rodeo

July 9-11—Royal Lipizzan Stallion Show

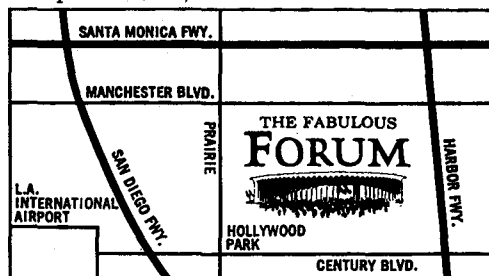
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PERSONNEL ASSISTANT SELECTED AS FIRST RUNNER-UP



Regardless of her score, Cheri Cherikos (above) is way over "par" on the golf course. Below, right, the Bankers softball team has a decided advantage over opponents when Cheri steps up to the plate.

She's one of two girls on a company softball team — she's fond of mini-skirts because, as she puts it, "Whom do you dress for?" — she's a personnel assistant for Bankers Life and Casualty Co. in Chicago — she's Cheri Cherikos, first runner-up in the competition for Miss Industrial Recreation!

Cheri was born in 1947, is 5 ft. 4 in. tall and weighs in at 120 pounds which are attractively distributed 36-24-36.

She went to work for Bankers shortly after graduation from the University of Illinois, and after a few short weeks on the job was appointed chairman of the company's golf league.

Another girl teamed up with Cheri to make shirts for the personnel department's softball team — and both of them ended up as regular members of the squad. Cheri plays wherever she's needed, often as the catcher.

She thinks a trend toward mixed softball is developing, since many of the opponents Bankers plays have now added women to their teams.

Recreation brings people together and gives them a feeling of belonging, Cheri feels.

"Sometimes," she explains, "companies and departments are so large the employees get lost in the crowd. Recreation helps them meet their co-workers and have enjoyable times together."

Cheri is hoping Bankers will initiate more activities for employees. "Currently," she comments, "we have ski outings, card clubs, golf, softball and bowling, including midnight bowling for second shift employees."

To this program she would like to add noon-time activities, football, investment clubs and table tennis.

Her own particular interests include swimming, diving, tennis (she won a city tournament at the age of 12), bowling, golf, skiing, water-skiing, surfing — and while in college she participated in fencing and modern dance.

In addition to her interviewing duties in the personnel department of Bankers Life and Casualty Co., Cheri is responsible for the company's newspaper and magazine "help wanted" advertising. She is active on the firm's Combined Appeal Committee, and served as its chairman last year.

Cheri joins Joan Quertermous of the U. S. Department of Agriculture as a member of the Court of Honor for Miss Industrial Recreation, 1971, who will be named in the January-February issue of *Recreation Management*.



QUESTIONNAIRES (Continued from page 4)

yes or no; true or false). The open allows the reader to respond freely in essay type answers without a choice of possible answers. The former procedure may tend to direct the respondents' line of thinking but ignores his motivation or reason for responding — and it is easy and swift to complete, score, evaluate and test statistically. More cumbersome and time consuming, the latter often fails to guide the respondent's frame of reference. Yet, responses permit detailed description and reasons for action.

After you prepare your questionnaire, you must pretest it, a step often overlooked. The pretest will allow you to make necessary corrections, additions and deletions for clarity and effectiveness.

Despite all of your precautions, you are likely to get only a partial response from your sample on the first try. You must find out **why!** Try to obtain as complete a sample as possible, otherwise you may fall into the common trap of drawing conclusions from just the small responding group. That would yield a biased evaluation invalidating your findings without your knowing it. Follow-up interviews or personal letters to non-respondents usually get results.

"Publish or perish" — sure, it can happen! Your careful research may have great value to others in the field. Some other directors' program may perish due to lack of knowledge you and others might hold. Publishing your findings should present little difficulty. NIRA has a research and education team to assist in publishing "clean research," that is, findings free of biased and inaccurate measurement.

From the above you can see that usable research must pass several tests: reliability, validity, suitability and objectivity. Questionnaires can be judged only after you've received an adequate number of responses from the entire sample. When you've completed a successful survey, share your results with those who can benefit from it by publishing a report.

Michael A. Fryer

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Miss Industrial Recreation							

EXCELLENCE AWARDS (Continued from page 9)

The Language Society of the 3M Club gives employees the opportunity to learn a foreign language during their lunch hour or at evening classes.

Supervisor of Employee Recreation at 3M is Edward M. Bruno.

The Silver City Sno-Birds, a snowmobile club at Oneida, Ltd., in Sherrill, N. Y., was one of two winners of Certificates of Excellence awards in the **sportsman's club** classification.

This organization has stressed public service in its program for members.

Stephen Peek is Recreation Director for Oneida.

Another winner in the category of **sportsman's clubs** was the Campers Club of the Lockheed-Georgia Co., in Marietta, Ga.

Directing recreation at Lockheed-Georgia is Roy L. McClure.

A Certificate of Excellence in the field of **social activities** was awarded to the Department of State-USIA Recreation Association, Washington, D. C., where Bruce D. Sjurseth is Executive Secretary.

Employee participation in the recreation association's activities increased from 2,646 employees in 1968, to 6,250 in 1969 — an increase of over 136%.

The final Certificate of Excellence was awarded to Raytheon Co. in Andover, Mass., for its work in the field of **retirees' programming**.

Raytheon organized a club called the "Thirty Niners," a term derived from Jack Benny and his perennial age. The club was divided into two groups — the actual retirees (called alumni) and those "in-plant" employees over 50.

- ✓ Tournament planning . . .
- ✓ Trends in vacation plans . . .
- ✓ Four-day work week and increased leisure time . . .
- ✓ Insurance and liability in industrial recreation . . .

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